

Renaissance Brandon Development Corporation

DOWNTOWN FAÇADE AND STOREFRONT IMPROVEMENT PROGRAM

PURPOSE

The purpose of the Downtown Façade and Storefront Improvement Grant Program is to encourage downtown building owners or main floor (storefront) tenants to invest in façade improvements and exterior storefront upgrades by providing matching grants to cover a portion of renovation costs. The intent of the program is to support the creation of a more vibrant, attractive and pedestrian-oriented environment within the downtown, while at the same time, helping to leverage retail and business investment to the area. Renaissance Brandon Development Corporation has identified façade improvements and storefront upgrades as an area of focus likely to contribute to an economically vibrant downtown area and to positively contribute to the three core values identified for the downtown vision: diversity, uniqueness and character.

A well-designed storefront has the potential to provide much needed services and amenities to local residents, while contributing significantly to the quality of a neighbourhood's streetscape and economic vitality. Good retail design extends far beyond the attractiveness and immediacy of the built environment. Benefits include positive changes to the social, economic and environmental health of the downtown community.

The program is intended for storefronts within downtown Brandon. It is meant to assist property owners to contribute to the unique and vibrant urban place of downtown Brandon. The program will provide funding to: preserve the historical integrity of buildings in the downtown area; contribute to a high quality pedestrian environment; encourage the development of distinct character areas; improve perceptions of safety; improve accessibility; and add diversity and interest to retail streets.

Funding for this program has been provided by the Province of Manitoba. Renaissance Brandon Development Corporation (Renaissance Brandon) administers the program, in consultation with the Province of Manitoba, City of Brandon, and the Brandon Downtown BIZ.

GRANT ALLOCATION

A Downtown Façade and Storefront Improvement Grant will be awarded based on a successful application submission. Applications will be reviewed and evaluated by the Review Committee, which is comprised of representatives from the Province of Manitoba, City of Brandon, Renaissance Brandon, and the Brandon Downtown BIZ. The program provides successful applicants with matching support of up to \$15,000 per pedestrian-oriented façade in hard costs for eligible storefront improvements. Corner buildings or buildings with more than one façade on a public street (excluding back lanes and subject to the committee's discretion), may receive additional support toward capital costs for

eligible storefront improvements, provided that eligible capital work is done on more than one pedestrian-oriented building façade. Grant funds are limited.

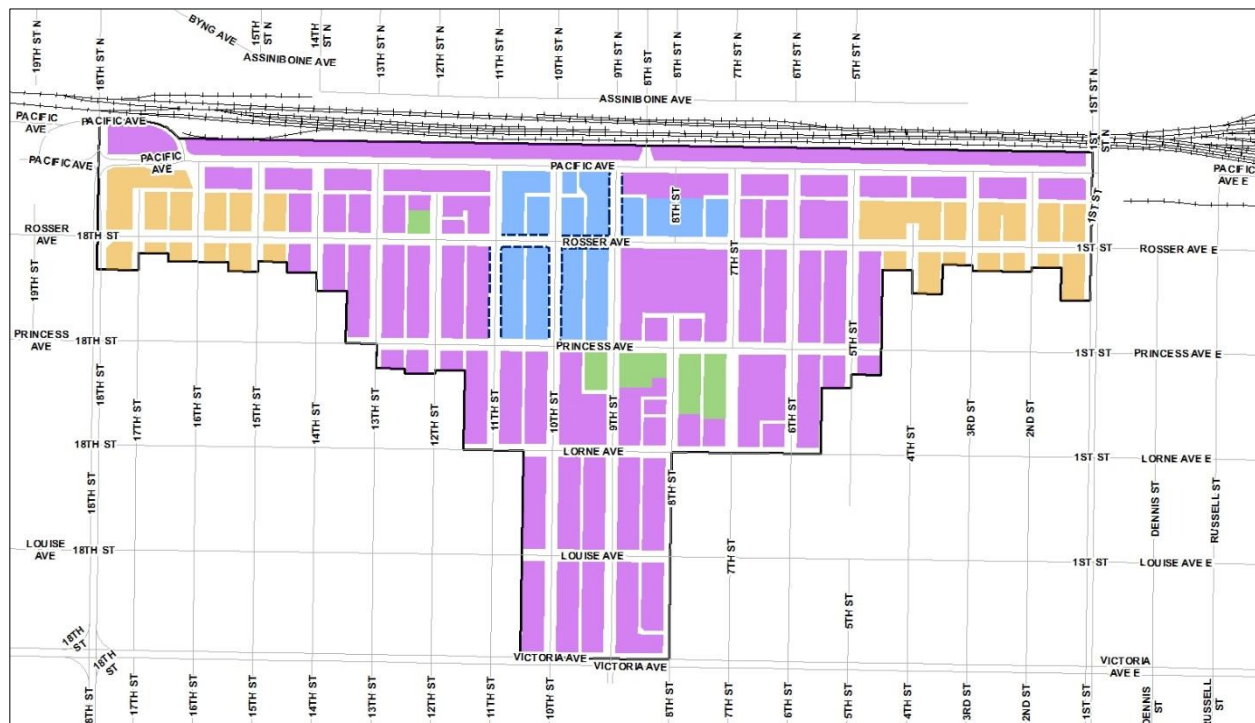
An accepted application does not guarantee receipt of a specific grant amount. The Review Committee will rank all eligible proposals according to the eligibility criteria, design guidelines and evaluation matrix. The highest ranking proposals will be accepted into the program, based on available funds. Grants will be paid upon submission of all reporting materials confirming completion of approved storefront improvements.

ELIGIBILITY

The applicant must either be the property owner or the main floor commercial tenant. Tenant applicants must have at least three years remaining in their lease and must obtain the property owner’s signed approval for the proposed project. Government offices and agencies, and major chain franchises are *not* eligible to receive grants under this program.

The applicant’s premises must be located within downtown Brandon and retailers located within the Entertainment and Shopping Character Area (as per the *HUB Secondary Plan By-Law No. 7010*) will be prioritized.

ELIGIBILITY AREA



- The HUB Secondary Plan Area (Area of Eligibility)
- Entertainment and Shopping Character Area (Priority Area)
- Mixed Use Character Area
- Transitional Character Area

All proposals will be subject to a full review to ensure that they meet the intent of the program, are transformative in nature, and are consistent with design objectives of downtown Brandon.

Due to limited program funds, the Redevelopment Grant Program and Downtown Façade and Storefront Improvement Program are not eligible to be stacked.

ELIGIBLE IMPROVEMENTS

Improvements should consider: improving the building and street face(s), enhancing pedestrian comfort, preserving and maintaining heritage, and promoting the downtown area as an inviting and desirable place to shop, dine, live, and invest in. The work must improve the building and street face (ex: not regular maintenance). Storefront improvements should be undertaken as part of a complete and coordinated exterior design, rather than as piecemeal repairs or enhancements. In addition, the proposed project must include a minimum of three (3) interventions to be eligible for the maximum grant.

Applicants are encouraged to employ the services of an experienced design professional (ex: architect, interior designer or design consultant) who has demonstrated built project experience.

Eligible Work:

- new/additional lighting
- signage
- brick/masonry restoration
- windows
- doors/entranceways
- awnings/canopies
- façade cleaning and painting (as part of broader works)
- repair/replacement of cornices, parapets or other exterior architectural features with heritage significance as confirmed by City of Brandon heritage representatives
- accessibility improvements
- limited permanent interior improvements to enhance the function/display of the storefront (ex: display spaces and interior window finishes clearly visible from the exterior pedestrian realm)
- other improvements as agreed upon by the Review Committee.

Ineligible Work:

- roof repairs
- structural/foundation repairs
- interior features not clearly visible from the exterior pedestrian realm
- billboards or third party signage

- security systems
- non-permanent features
- personal property and equipment
- sidewalks and paving, unless to improve accessibility

DESIGN GUIDELINES

General Design Guidelines:

1. Buildings must have a direct connection to pedestrians.
2. Renovations should improve natural surveillance.
3. Buildings should be accessible and inviting to pedestrians.
4. Renovations fit to pedestrian scale.
5. Projects should address winter conditions.
6. Projects should exemplify innovative and artistic design.

Glazing and Fenestration:

Glazing and fenestration refers to the materials and arrangement of windows in a storefront. A storefront façade directly communicates with passing pedestrians/cyclists/motorists, and an effective use of glazing can create transparency between the interior of the store and the street. A higher percentage of storefront glazing allows retailers to create window displays that are more visible to the public realm and ultimately increase the store's foot traffic.

Entrances:

The design of entrances is extremely important to a storefront. Retail entrances that are distinct and clearly marked facilitate wayfinding, increase store traffic, and enhance business identity. Retail spaces should be designed flexibly so they can be conveniently subdivided when necessary. Entrances should be integrated into the building's envelope to create an inviting and active storefront presence.

Signage:

Storefronts draw customers from different directions, vantage points, and distances. Façades with organized, adequate, and legible signage contribute to an attractive streetscape. Signage communicates a great deal to consumers, and can easily entice or deter them from entering a store. The signage for a storefront should be adequately incorporated into the façade design, adhere to signage standards and guidelines and enhance pedestrian orientation.

Lighting:

Exterior lighting helps maintain a welcoming environment, and increases the perception of physical safety of storefront entrances. Lighting provides illumination onto the sidewalk, the façade, and other elements, such as plantings and patios. Well-designed lighting schemes give retail spaces a strong presence at all hours of the day, and generally increase pedestrian activity.

Accessibility:

Universal design emphasizes the importance of creating inclusive spaces that are accessible to all. Creating entrances to storefronts that are at-grade increases public accessibility and allows for people to enter the store with ease.

PROGRAM PROCESS

Program applications are available through Renaissance Brandon Development Corporation by visiting renaissancebrandon.ca or by calling 204-720-0342. Questions regarding the application process should be directed to Renaissance Brandon's Executive Director. Each proposal will be evaluated by the Review Committee, comprised of representatives from the Province of Manitoba, City of Brandon, Renaissance Brandon, and the Brandon Downtown BIZ, to ensure proposed improvements meet eligibility requirements, applicable bylaws, codes, and standards and are consistent with values of the Downtown HUB. The Review Committee may request a meeting with the applicant or additional materials to confirm details of the proposed improvements, budget, and/or alternative design approaches. Additional input from City of Brandon heritage representatives may be required prior to consideration by the Review Committee.

The deadline for applications is September 30, 2016. It is anticipated applicants will be notified in writing within one (1) month of this deadline whether their grant request has been conditionally approved or denied. Applicants will also be required to apply for all necessary permits within three (3) months of the date of conditional approval under the program.

The applicant has up to twelve (12) months, from the time the grant is approved, to complete the work to remain eligible for the grant. Should the project require additional time to complete, a letter should be submitted to Renaissance Brandon outlining the reason for the requested extension of time in advance of the 12-month deadline. Projects may then be considered for additional time to complete, within reason.

Applicants must ensure works meet all established codes and requirements and follow the City of Brandon's permitting process, through the Planning & Building Safety Department, in order to undertake the approved work.

The applicant, upon project completion and final inspection, will receive their grant reimbursement. In order to receive reimbursement, the applicant must submit: before and after photos showing the transformation; total project cost including leveraged funding, evidence of paid invoices pertaining to project costs, and a clear breakdown identifying all eligible and ineligible costs under the program; a narrative summary of how improvements contribute to the diversity, uniqueness, and character of the downtown, as well as a discussion regarding the overall impacts on building business(es), such as changes in foot traffic and sales volumes; and, any other materials as required by Renaissance Brandon.

STEPS

1. Confirm that the work you are proposing to complete will be eligible for the grant program.
2. Option to engage a professional designer for quality design and project management services.
3. Review the design guidelines to make sure that the project is considered a cohesive design, is in compliance with all local codes, standards, and zoning requirements, and fulfills the objectives of the grant program. It is recommended that preliminary contractor quotes are obtained at this time.
4. Understand and commit to your project budget.
5. Submit a full application package to Renaissance Brandon.
6. The project will be presented to the Review Committee, who will decide one of the following: approval, approval with conditions, or denial.
7. Once the project is approved, you can proceed with detailed design, permitting and construction.
8. If there are any changes to your project in the construction phase, you must provide this information to Renaissance Brandon on behalf of the Review Committee in advance of construction. Changes to an approved project may jeopardize the grant.
9. When construction is completed, contact Renaissance Brandon to do a post-construction inspection and submit the required post-project documentation within 30 days of substantial project completion.
10. Renaissance Brandon will process this information and prepare a reimbursement cheque consistent with the terms of the grant program.

PROJECT APPLICATION

APPLICANT INFORMATION

Date: _____
Applicant Name: _____
Contact Person: _____
Mailing Address: _____
Telephone Number: _____
Email Address: _____

Applicant is the: Property Owner Tenant Agent of the Property Owner

Registered Property Owner Name: _____
Contact Person: _____
Mailing Address: _____
Telephone Number: _____
Email Address: _____

PROJECT DESCRIPTION

Street Address: _____
Legal Description: _____
Corner Property: Yes No
Current Use: _____

Description of Proposed Improvements (please attach additional pages):

Concept Plans of Proposed Improvements (please attach):

Name and Qualifications of Design Consultant (please attach): _____

PROJECT TIMELINES

Proposed start date of construction (month/year): _____

Proposed end date of construction (month/year): _____

FUNDING REQUESTED

Total Estimated Cost of Improvements: _____
Please attach a detailed cost breakdown.

Amount of Funding Requested: _____
50% of construction costs up to a maximum of \$15,000 per improved pedestrian-oriented façade.

APPLICANT DECLARATION

I/We hereby apply for a grant(s) under the Downtown Façade and Storefront Improvement Grant Program.

I/We hereby certify that the information contained in this application is true, correct and complete in every respect and may be verified by Renaissance Brandon Development Corporation by such inquiry as it deems appropriate, including inspection of the property for which this application is being made.

I/We hereby grant permission to Renaissance Brandon Development Corporation, and its agents, to inspect the subject property prior to, during, and after project construction.

I/We hereby agree that this application is subject to approval by committee comprised of representatives from Renaissance Brandon, the Province of Manitoba, the City of Brandon and the Brandon Downtown BIZ. Applications are subject to available funding. Renaissance Brandon Development Corporation reserves the right to deny or refuse any application, or to discontinue funding at any time.

I/We have reviewed and agree to comply with all requirements and conditions of the Downtown Façade and Storefront Improvement Grant Program.

I/We understand that the grant can be cancelled if the work is not completed as agreed, if I/we fail to comply with any condition of the grant, or with any requirement or condition of the program including timely compliance with all applicable codes, requirements, and permits as necessary.

The personal information on this form will be used solely for the administration of this program and may be shared with the Province of Manitoba as funding partner for this Program. Questions regarding this collection should be directed to Renaissance Brandon Development Corporation.

If a funding grant is awarded I/we consent to media publicity to profile me/us, the business and the funding provided by Renaissance Brandon Development Corporation. This consent shall be valid for five years from the date a grant is awarded.



If any information provided by or on behalf of the applicant is or subsequently becomes untrue, incorrect and/or incomplete, Renaissance Brandon Development Corporation may immediately cancel the grant.

I/We shall at all times indemnify and save harmless Renaissance Brandon Development Corporation, the Province of Manitoba, and the City of Brandon, its employees and agents, from and against any and all manner of claims, losses, costs, charges, actions and other proceedings whatsoever made or brought against, suffered by, or imposed upon any person or property directly or indirectly arising out of, resulting from or sustained as a result of the work associated with the Downtown Façade and Storefront Improvement Grant Program.

I/We hereby agree that all grants will be calculated and awarded at the sole discretion of the Review Committee. Notwithstanding any representation by or on behalf of Renaissance Brandon Development Corporation, or any statement contained in the program, no right to any grant arises until it has been duly authorized, subject to the applicant meeting the terms and conditions of the Downtown Façade and Storefront Improvement Grant Program and any Agreement. Renaissance Brandon Development Corporation is not responsible for any costs incurred by the owner/applicant in any way relating to any program, including, without limitation, costs incurred in anticipation of a grant.

Name of Property Owner or Applicant	Title
Signature of Property Owner or Applicant	Date
Name of Qualified Person (Agent or Consultant)	Title
Signature of Qualified Person (Agent or Consultant)	Date

You may submit your completed application in person, by mail or by email to:

Renaissance Brandon Development Corporation

410 – 9th Street, Brandon MB R7A 6A2

Email: renbrandon@brandon.ca

To speak with someone directly please call 204-720-0342 or email the address above.

