

# Facade Improvement Grant Program and Application

## 2013

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### Purpose

The Parksville Downtown Business Association (PDBA) has established a Facade Improvement Grant Program (FIGP) to encourage commercial property owners and business owners, within the Business Improvement Area (BIA) of Parksville Downtown, to invest in facade improvements and upgrades that noticeably improve the appearance of their building.

FIGP was designed to assist interested business owners and property owners in playing an active role in the revitalization of Parksville Downtown. Applicants to FIGP are encouraged to base their facade improvements on the City of Parksville's [Facade Design Recommendations](#).

Successful property owner grant applicants may receive up to \$1,000 per business tenant to cover a portion of their facade improvement costs.

Individual business tenants (or business owners) may receive up to \$1,000 to cover a portion of their facade improvement costs.

Only one Façade Improvement Grant will be awarded per address. If both a property owner and business owner submit grant applications for the same address, only one will be considered.

### The Facade Improvement Grant Program is intended to:

- Make Parksville Downtown a more inviting and interesting place to visit, shop and do business
- Help building owners attract and retain tenants

- Build neighbourhood pride among the local business community
- Contribute to the quality of the Parksville Downtown experience
- Promote the marketability of the Parksville Downtown

## How Does It Work?

The program may provide a reimbursement of up to \$1,000 per approved business owner or \$1,000 per tenant for approved property owners. Grant funding will be contingent upon matching dollars from the applicant towards the cost of eligible building and facade improvements and upgrades. Funding will be provided at the successful completion of the project based on approved receipts for services.

## How Will Grant Applications Be Evaluated?

Grant applications will be reviewed on a case-by-case basis by at least two PDBA board members and the PDBA executive director.

Below is the evaluation criteria that will be used to judge each of the Facade Improvement Grant Program Applications. Each evaluation factor will be given a score of 1-10 with 10 being the highest.

1. The degree of visual impact the proposed project will bring to the storefront, block and street.
2. The visual prominence of the storefront and or building that is being improved.
3. The potential for the facade improvement project to facilitate retention and growth of existing businesses and the expansion of economic activity.
4. The degree to which the improvements will incorporate West Coast elements and colours as summarized in the [Facade Design Recommendations](#) document published by the City of Parksville.
5. The consistency and compatibility of the facade improvement with the [City of Parksville's Downtown Revitalization Strategies](#), [Facade Design](#)

[Recommendations](#), and Bylaws. Copies of these documents are available at Parksville City Hall Planning Office or on the City of Parksville website.

For assistance understanding and applying these document standards, contact the City of Parksville, Department of Community Planning at 250-954-4673.

6. The potential for a cooperative effort. Are other improvement projects taking place or being proposed in adjoining or nearby businesses or buildings?
7. The project feasibility from a cost and schedule perspective.
8. The application is complete with all necessary documentation, including the building owners authorization (see page nine).

## **Who is Eligible?**

Commercial buildings that are located in the designated Business Improvement Area (BIA) of Parksville Downtown (McMillan Street (east side) to McVickers Street (west side) and Jensen Avenue (north side) to the waterfront) are eligible for program funding. To determine if your building qualifies, please contact the Parksville Downtown Business Association (please see page 6 for PDBA contact information).

## **What Work is Eligible?**

- Design Consultant Fees
- Restoration of exterior finishes
- Repainting, cleaning or re-facing of facades
- Installation of new signage and/or improvements to existing signage that is consistent with the City of Parksville's Sign Bylaw. The hardware for back lit signs is not eligible for funding.
- Repair or replacement of storefront windows and doors to improve the facade appearance
- Installation or repair of canopies and awnings

- Removal of materials that cover architectural details
- Installation or upgrade of exterior lighting
- Entrance modifications that improve the facade appearance
- Redesign and reconstruction of the storefront
- Other improvements could be eligible

## **What are the Program Guidelines?**

- All applicants must complete an application to be considered (see page eight for the application)
- Property or businesses must be located within the boundaries of the BIA to be eligible
- Front and side facades, if visible from adjoining street(s), are eligible
- A property owner with multiple buildings or a business owner with multiple businesses can apply for more than one grant if they inform the PDBA of their intent prior to the grant application submission and complete a separate application for each property or business
- Property owners and business owners are both eligible for the Facade Improvement Grant Program, however, if a business owner submits an application, they must provide written proof that the building owner has authorized their proposed improvements (see page nine: Facade Improvement Grant Program Application, Building Owner's Authorization)
- Only one Façade Improvement Grant will be awarded per address. If both a property owner and a business owner submit grant applications for the same address, only one will be considered.
- Properties must be structurally sound, have an intact roof and meet basic public safety and construction codes
- Work has to be carried out according to standard construction and safety practices

- Proposed improvements must comply with all applicable building codes and zoning regulations.
- All required permits must be obtained prior to the start of any construction
- Facade improvements should comply with the City of [Parksville's Downtown Revitalization Plan](#) and specifically the [Facade Design Recommendations](#).

## **Application Process:**

Each applicant to the Facade Improvement Grant Program will be subject to the following process:

- Applicants must submit a completed application form to the PDBA office by email, mail or in person.
- After an application has been received, the PDBA will review the merits of the application
- Applicants that are being considered to receive a Facade Improvement Grant may be required to meet with the PDBA to discuss their facade improvement plans
- Successful applicants will have six months to complete all work once their application have been approved. For major improvements, an extended timeline may be provided.
- Successful applicants must submit to a final inspection by the PDBA to ensure that the project has been completed according to the approved plan
- After inspection and approval by the PDBA, the applicant will be reimbursed for approved facade improvements at a rate of 50% to a maximum of \$1,000 per business. Property owners may be allocated up to \$1,000 for each business located in the building they are improving.

## **Are permits needed?**

Development, building and sign permits may be required from the City of Parksville depending on the scope of the project. It is the responsibility of the building owners or business tenant to secure all permits to complete their project.

## **Important Documents**

Paper copies of all the following documents, and others that may be applicable to your facade improvement, are available from the City of Parksville or can be accessed on their website at: <http://www.city.parksville.bc.ca/>

Downtown Revitalization Strategies

<http://www.city.parksville.bc.ca/cms/wpattachments/wpID265atID2878.pdf>

Facade Design Recommendations

<http://www.city.parksville.bc.ca/cms/wpattachments/wpID265atID2886.pdf>

## **PDBA Contact information:**

For more information, or to submit an application form for the Facade Improvement Program, please contact:

Pamela Bottomley – Executive Director  
Parksville Downtown Business Association  
Suite 201 – 177 Weld Street, Parksville, BC  
Phone: 250-248-8079  
Email: [info@parkvillebia.com](mailto:info@parkvillebia.com)

## FREQUENTLY ASKED QUESTIONS (FAQ)

**1. There are five businesses in our building, and we all want to receive a grant so that the whole building can be upgraded. One thousand dollars won't cover all the work that we need to get done, so what should we do?**

If several businesses, that are co-located within one building, complex or mall, are applying for a grants, the applicants may wish to work together to develop a common facade improvement plan that they each attach to their grant application submissions. In their proposals, each individual business should indicate that their facade improvements are part of a collaborative effort and list the businesses that are working together. Alternatively, businesses that wish to collaborate may approach their property owner and request that the property owner apply for the program on behalf of their tenants (business owners).

**2. What if my application doesn't get accepted?**

If your Facade Improvement Grant application is not selected, the PDBA Executive Director will be available to meet with you and provide input about how your application was rated and what areas could be improved.

**3. I am confused by all the City of Parksville's documents and permits, where can I get help?**

Most documents and bylaws that you need to be familiar with are on the City of Parksville Website, however, if you need further information, you may contact: the City of Parksville, Department of Community Planning at 250-954-4673.

### **Our Policy**

**A limited amount of funding has been allocated to the Façade Improvement Grant Program. We reserve the sole right to approve or deny funding on any project even though it may meet the stated eligibility criteria. The decision of the Facade Improvement Grant Program Committee is final.**

# Parksville Downtown Business Association

## Facade Improvement Grant Program Application Form

Location of Subject Property	
Street Address	

Applicant Information	
Business Name	
Name of Applicant	
Applicant's Title	
Address	
Work Phone	
Email Address	
Website (if available)	

Property Owner Information (if different from Facade Improvement Grant Applicant)	
Property Owner Name	
Name of Applicant	
Applicant's Title	
Address	
Work Phone	
Email Address	
Website (if available)	

Project Information		
Is the subject property part of the Business Improvement Area (BIA)? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Estimated cost of the project? \$ _____      Amount requested? \$ _____		
Which facades are to be improved and what is/are the approximate surface areas?		
<input type="checkbox"/> Front	_____ sq. ft.	Faces _____ Street
<input type="checkbox"/> Side	_____ sq. ft.	Faces _____ Street

### Description of proposed facade improvements

Paint, colours, materials to be used, signage details, etc. (attach information as necessary). If funding for signage is requested, please submit a drawing of the sign. If funding is requested for paint, please provide paint colour samples.

Estimated Date of Completion: \_\_\_\_\_

### Agreement and Signature

This application is being made in accordance with the Parksville Downtown Business Association's "Facade Improvement Grant Program". The undersigned hereby applies for the Facade Improvement Program in accordance with the application, specifications and costs herewith submitted and acknowledges that the proposed work must comply with the provision of the Building Code Act and the British Columbia Building Code and any other statues or regulations of the Province of British Columbia, and all by-laws of the City of Parksville. I also acknowledge that it is understood work carried out prior to the approval of this application will not necessarily be eligible for funding. I certify the truth of all statements or representation herein.

Name (printed)	
Signature of Owner or Tenant	
Date	

### Building Owner's Authorization

I, \_\_\_\_\_ being the registered owner of the subject property hereby authorize \_\_\_\_\_ to prepare and submit this application for the facade Improvement Program.

Signature	
Date	