



CITY OF WILLIAMS LAKE

BUSINESS FACADE IMPROVEMENT PROGRAM

2021

PROGRAM GUIDE

PROGRAM PURPOSE AND GOAL

The City of Williams Lake is pleased to provide the business façade improvement program with funding from Northern Development Initiative Trust. The purpose of the Williams Lake Business Façade Improvement Program is to provide grant funding to property and business owners to improve retail and commercial building facades in the City's downtown and highway commercial corridor. A primary purpose of the program is to assist in improving the physical appearance and / or functionality of commercial buildings for the betterment of business viability and service to the public.

It is envisioned that the program will help address objectives of the Official Community Plan (OCP) to help enhance the community as an appealing, interesting, and friendly place to do business, visit, and live. In addition, the program will lend to the establishment of a more unified commercial business design and "Cariboo Theme" as outlined in the OCP.

By facilitating improvements to business facades, business areas can become more appealing to consumers, thereby increasing the marketability of commercial spaces and assisting business retention. This program is offered by the City of Williams Lake with funding provided by Northern Development Initiative Trust.

GRANT AMOUNTS

The program may grant funding amounts up to 50% of the total cost of eligible improvements, to a maximum of \$5,000 per business. Projects must have a minimum value of \$2,000.00. **Please note this program is awarded on a first come serve basis, and the application will be approved as completed applications are submitted.** Applications are accepted after February 24, 2021. Application deadline is May 29, 2021.

ELIGIBLE PROPERTIES

Existing commercial buildings in the Downtown and Highway Corridor Development Permit Areas of the City of Williams Lake are eligible for the program.



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ELIGIBLE APPLICANTS

To be eligible to apply to the program:

- You must be either the property owner or business owner (if the applicant is the business owner, the property owner must approve the application in writing and confirm that all improvements are to be paid for by the applicant);
- Not for profit tenants who are occupying commercial store front may apply with permission from the property owner
- In addition:
 - All property taxes pertaining to the property are fully paid and current;
 - There must be a current, valid business licenses for the property (unless otherwise exempt);
 - There must be no outstanding building permits, stop work orders, or development permit condition requirements outstanding; and
 - You have not received a previous grant under this program for the subject property.

INELIGIBLE APPLICANTS

- Residential homes and home-based businesses located in the designated commercial area are not eligible.
- Municipally owned buildings (even if they have business tenants);
- Properties outside the specified area (as defined in the community's program guidelines);
- Non-operating business (the business must be in operation)

ELIGIBLE FAÇADE IMPROVEMENTS

Projects are required to reflect principles of good design and demonstrate consideration of the “Cariboo Theme” as outlined in the City of Williams Lake Official Community Plan. For this purpose, applicants should review and address the criteria outlined in the Program Design Guidelines and OCP.

Building façade and storefront features eligible to be renovated, restored, or redesigned with program grant funding include:

- Exterior lighting (new but not replacement)
- Exterior architectural features
- Exterior surfaces and details (decorative details, moldings, trims etc.)
- Windows (only if part of larger enhancements, no stand-alone window replacement)
- New siding
- Façade painting
- Entrances, wheelchair ramps and doorways (if part of larger enhancements)
- Awnings
- Signage (affixed to the building)



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- Wayfinding signage (must meet all sign bylaws and eligible cost is 50% to a maximum of \$500)

INELIGIBLE IMPROVEMENTS

The purpose of the Program is to offer assistance with the improvement of permanent frontage elements which enhance visibility and aesthetics of the building and/or business. Residential property is not eligible for program. Ineligible building improvements include:

- Routine maintenance
- Structural repairs
- Roofs/roof repair
- Patios
- Non-permanent fixtures (benches, planters, patios, patio heaters etc.)
- Landscaping
- Paving
- Fencing
- Interior improvements
- Security Systems
- Any improvements not visible from the public right of way
- Construction of additions, accessory buildings or new buildings
- Any improvements that have been started prior to application approval

ELIGIBLE COSTS/EXPENSES

- Direct project labour costs
- Design, architectural or engineering fees (related to facade only);
- Contractor fees
- Rental of tools and equipment
- Project related materials and supplies

INELIGIBLE COSTS

- Staff wages and/or benefits
- Equipment purchased;
- Expenses related to improvement to the building façade not visible from the public right of way
- Utilities (hydro, gas etc.)
- Shipping cost
- GST/PST
- Duties
- Permit fees
- Façade improvements expenses started prior to application approval



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DESIGN GUIDELINES

The Business Façade Improvement Program is largely focused on facilitating an improved appearance of commercial buildings in downtown and highway commercial development permit areas of the City of Williams Lake.

In general, façade improvement projects should demonstrate good design practices and consideration of the Development Permit guidelines of the City's Official Community Plan.

Proposed façade improvements should be developed in keeping with the Cariboo Theme as outlined in Chapter 7 of the City of Williams Lake Official Community Plan.

The Cariboo Theme is an evolving design direction that is generally characterized by the use of natural materials such as wood, river rock and stones. Use of these materials is indicative of the City's ranching and resource based industrial history.

The following images offer examples of the Cariboo Theme.



Façade design elements, details, and materials should lend to a well-proportioned, human-scaled, and unified building form, and should contribute to an overall architectural concept that responds to the "Cariboo Theme". The following offers examples of the intent of this theme:

1. Appropriate roofing materials, including but not limited to, wood simulated products, natural colour asphalt shingles and metals.



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2. Buildings should incorporate a range of architectural features and design details into their facades.
3. Examples of architectural details include:
 - a. Treatment of masonry, such as ceramic tile inlay, river stones, paving stones, etc.;
 - b. Treatment of siding, for example the use of different materials or patterning to distinguish between different floors;
 - c. Articulation of log columns and a variety of wood accents;
 - d. Ornaments, sculpture, and art work;
 - e. Architectural lighting;
 - f. Detailed grills and railings;
 - g. Substantial natural trim details and mouldings that help define doors and windows in a building;
 - h. A wooden trellis or arbour;
Note: The Business Façade Improvement program only allows this as an eligible cost if the trellis or arbour is affixed to the building
4. Preferred cladding materials include wood siding or shingles, and stone. Flat concrete wall finishes, concrete block, stucco, vinyl, or plastic cladding materials are strongly discouraged.
5. All signs should also be architecturally coordinated with the overall “Cariboo Theme” while complementing the design of buildings and landscaping. Multi- unit buildings should have unit signs of compatible size, arrangement and character. New and revised signage façade improvements should consider the following:
 - a. All entrance ways should provide visible signage identifying building address.
 - b. Commercial buildings should provide signage that identifies uses and shops clearly.
 - c. Awning signs, and signs-as-awnings, are discouraged.
 - d. Flush mounted fascia signs are encouraged. Hanging signs perpendicular to the building façade are also encouraged.
 - e. Rooftop signs and flashing signs are discouraged.

GRANT APPLICATION, APPROVAL & REIMBURSEMENT PROCESS

All program applications are subject to a detailed review of the façade and storefront, must meet high quality standards, and must reflect the purpose and vision of the Business Façade Improvement Program Guidelines.

The City’s Development Services is responsible for receiving, reviewing, and awarding Business Façade Improvement Program grant applications. Contact Development Services Department at:

450 Mart Street, Williams Lake, BC V2G 1N3 Tel: 250-392-1765

Email: levans@williamslake.ca



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Program Applications will be evaluated on their ability to meet the Program purpose and design guidelines. **Applications will be processed on a first come first serve basis.** Application deadline is May 29, 2021.

Development, Building, Sign or any other associated City permits are required where applicable.

The application, approval, and reimbursement process is as follows:

1. Contact the City of Williams Lake Development Services Department to determine if the subject property is in the Downtown or Highway Corridor Development Permit Areas of the city and obtain a Business Façade Improvement Program Guide & Application.
2. After reading the Program Guide, contact the City of Williams Lake Development Services Department to discuss your proposed project application.
3. Submit a completed Business Façade Improvement Program Application (as attached) with appropriate permit applications (i.e. sign permit, building permit, etc. and digital photos of the building exterior from the street). Applications must include cost quotes for proposed works and digital photos of the existing building façade.
4. The City reviews the completed program application and advises the applicant in writing as to whether the application is approved or denied.
5. If the application is approved, the City will issue a Business Façade Improvement Program Agreement which details the amount of the grant offered.
6. The Program applicant reviews and signs the Program Agreement.
7. Project construction starts.
8. Upon completion of the façade improvement project, the applicant must provide the following to the City for reimbursement of the grant amount specified in the Program Agreement. These items must be received by the City on or before 4:30 pm on November 13, 2021:
 - a. A detailed expense reporting form including copies of all bills pertaining to the project and proof of payment (copies of credit card receipts or cancelled cheques);
 - b. Proof that the improvements have passed final inspection (where required) and meet all City requirements including zoning, building and safety codes (where required);
 - c. Three business testimonials by customers or neighbors outlining the value that the funding grant has had for the building and/or associated business; and
 - d. Before and after digital photos of the building façade.
9. Project is inspected by the City to ensure completion of the terms of the Program Agreement.
10. Applicant is issued a cheque according to the terms of the Program Agreement.

PROGRAM MARKETING

The Business Façade Improvement Program will be advertised and communicated by business meetings with and providing copies of this Program Guide to local business association networks – Chamber of



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Commerce, Construction Association, Business Improvement Area, and through media releases to local media, and postings to the City of Williams Lake website and social media outlets. Property owners that indicated interest in the program but were unable to undertake their façade projects in 2020 will also be contacted directly.



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Business Façade Improvement Program

Grant Application

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Applicant Information

Applicant Name: _____

Mailing Address: _____

Phone: _____

Email: _____

Building Address: _____

If you are applying as the tenant of a building, please provide the following information and attach a letter of consent from the owners stating that you are permitted to make these changes to the building façade, that all property taxes utility taxes are paid in full, and that the owner endorses this application.

Owner Name: _____

Mailing Address: _____

Phone: _____

Email: _____

Project Description

Describe the proposed project – Please attach any extra sheets, photos, designs, samples, etc. Describe the work to be done and materials to be used and note how this related to the Design Guidelines.



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Planned Start Date: _____

Planned Completion Date: _____

Total Project Cost (estimated): _____

Funding Amount Requested: _____

Applicant Checklist

Attach to Application

- _____ Property taxes paid
- _____ Utility account paid
- _____ License fees paid
- _____ Required permit applications
- _____ Building owner authorization

- _____ Photos of existing conditions (before)
- _____ Detailed specifications
- _____ Contractor's cost estimates
- _____ Drawings/designs
- _____ Material and colour samples
- _____ Signed Terms and Conditions

Applicant Name

Applicant Signature

Date



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Terms and Conditions

I, _____ of _____ have
(Applicant) (Business / Building)

read the complete program guide and concur with and give my consent to the work proposed in this application. I assume all responsibility for obtaining appropriate architectural drawings, building permits and inspections, and hiring of contractors as necessary.

I agree not to involve the City of Williams Lake or the Façade Improvement Program in any legal action between myself and any contractors, estimators, employees, workers or agents arising from or out of the Façade Improvement Project.

I give my consent to the City of Williams Lake to make all inspections necessary to confirm that the approved plans are implemented in accordance with the expected standards

I understand that payment of an approved grant will be made upon submission to the municipality proof of final completion of proposed improvements along with verification of expenditures and proof of final inspection (when required).

Signature _____ Date: _____

Application

Rec'd by: _____ Date: _____

