

facade exterior as may be approved by the Town.

Payment:

Grants/loans will be provided on a one-time basis upon successful completion of the approved project, to the satisfaction of the Town.

The loan will be reflected on the Tax Roll and may be registered and discharged by the Town in accordance with the Planning Act, the Municipal Act, the Registry Act and the Land Titles Act. The loan will be interest-free for a maximum 5-year term. The loan is fully open and may be repaid in full at any time prior to the end of the term, without penalty.

Repayments of the loan will be calculated based on a 5-year term commencing on the first anniversary of the approval of the Financial Assistance Agreement between the Town and the owner(s) and annually on the anniversary date thereafter until paid in full.

Prior to the sale of any property, the owner must arrange to have any outstanding loan balance repaid to the Town.

The Business Incentive Strategy is founded on the principles of the Town of Bracebridge Community Improvement Plan. The Strategy includes a broad spectrum of financial incentive programs that may be implemented in key commercial, industrial, mixed use and tourist areas in the community's urban areas.

For more information about the Business Incentive Strategy contact:

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Façade Improvement Grant/Loan Program



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BUSINESS INCENTIVE STRATEGY

FAÇADE IMPROVEMENT GRANT/LOAN PROGRAM

Purpose:

The Façade Improvement Grant/Loan Program offers grants and loans for improvements to the façades of existing commercial or mixed-use buildings.

The purpose of the program is to finance façade improvements that would otherwise be considered cost-prohibitive by a property owner. The program will also promote improvement of the physical condition and visual aesthetic of private property and buildings.

The Town will benefit from façade improvements to private properties, which will promote a design that is generally consistent with the community image and brand.

Availability:

The Façade Improvement Grant/Loan Program is available in the Central Business District, the District Shopping Area and Mixed Use Areas.

Details:

The Town provides up to 50% of the cost of approved façade improvement projects by providing an equally apportioned interest-free loan and grant

to a maximum municipal contribution of \$10,000.

The maximum municipal contribution for the façade improvement would be a \$5,000 interest-free loan and a \$5,000 grant.

At the sole discretion of the Town, the maximum municipal contribution may be increased to \$15,000 if:

- The building has more than one street address and/or storefront;
- The building has more than one wall that is visible from a public street or public space, or fronts onto a laneway or parking lot; and/or
- Original heritage features are being restored.

The following evaluation criteria will be used to determine if the applicant will receive the grant:

- Adherence to Architectural Façade Design Guidelines, 1992;
- Building restoration impact;
- Aesthetic improvement to the building;
- Improvement to the streetscape (impact);
- Quality of the application.

Eligibility:

Façade improvements to existing commercial or mixed-use buildings located in the Central Business District, the District Shopping Area, and Mixed Use areas may be considered eligible for the Façade Improvement Grant/Loan Program.

Exterior improvements to the main façade of buildings are eligible for the program. Where a side and/or rear wall is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these walls will also be eligible.

Eligible façade improvements will include:

- Restoration/replacement of existing brickwork/cladding, or installation of new brickwork/cladding;
- Restoration or replacement of cornices, eaves and parapets;
- Restoration or replacement of windows, doors, and awnings;
- Restoration or replacement of exterior lighting;
- Chemical or other façade cleaning;
- Redesign of storefront or entrance modifications, including provisions to improve accessibility for the disabled; and
- Such other similar improvements and repairs that may be necessary to improve the appearance of a building