



Arichat Mainstreet Revitalization Project

-FAÇADE PROGRAM-

INFORMATION GUIDE FOR

PARTICIPANTS

DECEMBER 2018

Arichat Mainstreet Revitalization Project Coordinator

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A little background...

The Façade Program is administered by the Municipality of County of Richmond in consultation with the Isle Madame Revitalization Committee. The program is a key component of the larger \$2 million **Arichat Mainstreet Revitalization Project**. Once the project is completed you will see enhanced signage, beautiful storefront façades, sidewalks, new lighting, rest areas and details that add to the natural beauty of our Island.

The Façade Program offers an incentive for commercial property owners to improve their storefronts. The program will commence with interested stakeholders completing an application form that will determine eligibility and if approved start the façade design process.

Once an eligible applicant receives the initial approval, you will work directly with the design firm Ekistics to begin planning and developing your storefront transformation. Once the design is completed and approved you will be able to take advantage of our 50/50 cost sharing program. Eligible participants seeking to invest in their storefronts will qualify for as much as \$20,000 for projects with a total cost of \$40,000 or more. For a limited time the program will focus on applicants within the proposed boundary, quickly moving on to review applications from eligible applicants outside this area. Funding is on a first come, first served basis. ***Depending on the scope of work for buildings with more than one distinct visible business space from the exterior, additional funding allowances may be made on a case by case basis.** Decisions will be based on the impact these elements will have on the project as a whole and how they complement the overall streetscape design. You are asked to submit your applications as soon as possible because the program will end when the funds are depleted. The deadline for the design phase applications is **December 21, 2018**. All applications received after this will still be evaluated depending on the availability of funding.

Façade programs are intended to assist commercial business owners within a designated region to renovate their building façades in an effort to increase visitors, increase sales revenues, increase property values, and improve the aesthetics and curbside appeal of storefronts and the community.

Objectives of the Façade Program ...

- Raise the overall image and guest experience while visiting Isle Madame.
- Develop a local appreciation of design expertise and good design practices.
- Improve the Isle Madame business climate through increased visitations, local business sales and revenues.
- Improve the look and function of each participating business.
- Attract customers with appropriate expectations.
- Help market and promote each participating business' image
- Better marketing for participating businesses products and/or services

How does this benefit my business?

Coordinated programs throughout Cape Breton have been successful in attracting public and private investments that stimulate the economy and strengthen core communities. Façade improvements have been shown to add to the value of business, increase traffic and grow sales, all but guaranteeing a return on your investment.

A survey conducted in 2013 of façade programs participants (Cheticamp, Mabou, Cabot Trail and St. Peter's, 2009-2013) concluded that:

- **88%** of survey participants reported their establishments had experienced an increase in business traffic that they attribute to the program.
- **85%** of survey participants reported their business had experienced an increase in business sales that was linked to program participation.
- Business sales were reported to show an increase **15%** on average (the range was from 5% to over 100% increase in business).

It is important to note that this increase in business was during a time of economic downturn.

Façade Program Guidelines...

- All improvements must be comply with applicable zoning codes, satisfy permit requirements and conform to any other regulatory restrictions.
- If a building has historic or aesthetic merit, improvements should be designed to reveal the building's original style, form, detail, color, etc. *whenever possible.*
- Design elements should complement all eras and building styles within the scope of character of Isle Madame as identified by the Richmond County Tourism Strategy for Isle Madame.
- All applicable permits must be in place.
- Design plans and program guidelines must be adhered to.

Is my business eligible?

Eligible applicants must adhere to the following conditions:

- Building is located on Isle Madame and visible from a main road;
- Building must be assessed as a commercial property;
- Building with a combined retail/service and residential usage are eligible if 50% or more of the building is used for commercial space;
- Business must be in good standing with Registry of Joint Stocks;
- Business must be in good standing with the Municipality of the County of Richmond;
- Building exterior work and exterior signage only;
- Building owner must be the applicant;
- Proposed building Façade Improvements meet Façade Program Guidelines and are approved;
- If your building is currently registered as a Heritage Building, your design must then adhere to Provincial and Municipal Heritage guidelines, as well as, Façade Program Guidelines; and
- All accommodations must be licensed with the Nova Scotia Approved Program and/or Canada Select.

What is not eligible?

- Building interior work;
- Expansion or addition to an existing building;
- Any façade project which commenced prior to a call for applications;
- Government buildings and entities;
- Banks and financial institutions;
- Churches;
- Buildings containing full residential occupancy only;
- Paving/parking lots;
- Projects under \$10,000;
- National Franchise (in some cases where building is locally owned and leased can consider); and
- HST.

Façade Program Details...

Approved businesses are eligible for 50% of their total approved project costs of labor and materials (excluding HST) for:

- Applicable building permits and fees;
- Exterior siding, doors, windows and materials;
- Exterior signage and lighting within property boundaries;
- Certain landscaping improvements;
- Other exterior improvements that meet the goals of the program will be considered;
- Roofing up to 25% of total project cost.

Priority will be given based on:

- Businesses located within the initial "Project Boundary".
From Conney's Lane (TELILE) to Bay Lane (OLA Church).
- A first come, first served basis;

The Municipality is committed to help all eligible applicants from all parts of Isle Madame until such time as funds are depleted.

EKISTICS and Façade Design...

There is a major focus on quality storefront designs for the Façade Program. In keeping with this, the design portion of the project has been awarded to the Nova Scotia design firm, Ekistics. With over 20 years industry experience Ekistics is a key component of the project's success. Respecting the project model, Ekistics will prepare the design concept in **consultations with property owners**.

Design concepts are 100% covered by the Municipality of Richmond for businesses who participate in the Façade Program.

That's right, NO COST to the business owner.

We will require participating businesses to make a deposit of **\$500 (five hundred)**, as a sign of commitment to the program and other stakeholders, with the submission of their design application. This fee will be credited, in the same amount, upon final completion of the business's façade.

Should the business not complete the façade, the \$500 **will not be reimbursed**. Having said this, a business would have a complete façade and signage package even though they may not intend to implement all components in the course of this façade program. Although they will not benefit from the .50 cent dollars, as part of the program, they will have a long term plan for a complete concept that may be phased in over time.

How do I apply?

Interested businesses are asked to contact project coordinator, André LeBlanc, in order to start the application process.



STEP 1

Completion of the application forms and payment of refundable deposit for participation in the façade design program.

Application should include:

- 1) Completed Application Form;
- 2) Proof of building ownership;
- 3) Proof of good standing with the Registry of Joint Stocks;
- 4) Proof of good standing with the Municipality of the County of Richmond;
- 5) \$500 (five hundred) deposit to participate in façade design phase;
- 6) Photos of all visible sides of your building.
- 7) Sketch of property;
- 8) Scope of work you are proposing for the design phase.

Applications will be evaluated in a timely manner. Upon receiving notice that your proposed façade design is approved you may proceed to the second part of the application process.

DEADLINE FOR APPLICATIONS IS DECEMBER 21, 2018!



STEP 2

Begin façade design consultations with Ekistics

Once approved, businesses will enter into consultations with Ekistics. Understanding the full scope of the project, Ekistics will work with businesses to develop **detailed façade and signage designs**. Ekistics is aware of funding and design guidelines. During this process businesses are encouraged to consult with the Project Coordinator should any questions arise.

The committee and municipal staff will diligently monitor the program as it unfolds. Should any issues or conflicts develop, the project coordinator will bring them forward and they will be discussed on an individual basis while rendering decisions in a timely manner so as not to slow the progression of the project.



STEP 3

Preparing Façade Improvements

This part of the application process is to obtain funding approval for your project. It is recommended that you obtained at least two quotes from contractors and suppliers. You are to complete the **Request for Quotes Form** that will provide detail to the committee and municipal staff regarding your project costing. This form can be obtained following the completion of the design phase and returned to the Project Coordinator, André LeBlanc. The form will include such items as:

- 1) Name of contractors approached, who responded, attached quotes from building contractors, attached materials list and quotes from suppliers. Applicants are required to seek at least two estimates.
- 2) Your written recommendation of the contractor of your choice.
- 3) Scope of project work with attached supporting specifications.
- 4) Anticipated Construction Timeline.



STEP 4

APPROVAL FOR COMMENCEMENT OF FAÇADE DESIGN CONSTRUCTION

- 1) Only completed applications will be reviewed by the committee.
- 2) If your application has been approved you will be notified by the Project Coordinator.
- 3) Approved applicants and the Municipality of the County of Richmond will enter a contractual agreement.
- 4) Façade projects are to be completed within a set time line identified in the contract unless the committee / The Municipality of the County of Richmond has given written permission to the applicant to extend the completion date.

Submitting an application does not automatically qualify an applicant for approval. Applications must be approved by the committee. Any situation beyond the noted guidelines will be evaluated on an individual basis by the committee. The committee will render a final decision regarding approval of an applicant's proposed Façade Improvement application in a reasonable time period.



STEP
5

Reimbursement Process

The Municipality of the County of Richmond will not contribute to any costs incurred prior to the start date of the project. Reimbursement of **approved Façade improvements** is paid once the following conditions have been met:

- All façade improvements will require a building permit;
- All façade work is completed in accordance with the approved design by Ekitics.
- All façade work is *completed* within the agreed upon deadline in accordance with the contract. *(Any issues in this regard should be brought to the Project Coordinator's attention immediately so that it can be reviewed by the committee).*
- All façade project costs must be paid in full before reimbursement can take place.
- All required documentation is provided to Project Coordinator, André LeBlanc. (proof of payments including copies of paid invoices and cancelled cheques covering entire façade project costs)
- Final inspection and sign-off is given by the committee.

Please note...

With regards to:

Contractors

The committee encourages businesses to use qualified and registered contractors and worker's compensation coverage for project workers. The Municipality of the County of Richmond and the Management Committee are not responsible for any liability on your premises throughout the duration of this project.

Building Permits

Any work exceeding \$5,000 (five thousand) requires a building permit. Therefore by definition of the terms of this program all façade improvement projects will require a building permit. To verify, please contact the Eastern District Planning Commission. Inspections are required for all work for which a building permit has been issued and the request for the inspections must be made by the applicant. The inspections are conducted by the inspection staff of the Eastern District Planning Commission, using the National Building Code as a reference when evaluating the safety of the project. No reimbursement will be made until proof of inspection has been provided.

For the purpose of this program you can contact the local Building Inspector Harry Martell at 902-226-2900.

Environmental

It is the applicant's responsibility to ensure their contractors are capable of addressing any environmental issues which might arise regarding the building site and use of project materials. Examples of this would be possible material remediation and disposal of construction debris at the Solid Waste Management Facility.

Nova Scotia Power

Certain electrical modifications made during your façade improvement may require an electrical permit. It is the responsibility of the applicant or the applicant's contractor to contact Nova Scotia Power regarding this. Also, it is the responsibility of the applicant or the applicant's contractor to contact Nova Scotia Power to schedule a cover-up of power lines when doing renovations near their wires.

****The Municipality of the County of Richmond, as façade program administrator, will not provide any advances regarding approved applications and is not responsible for negotiating with municipal officials, bankers, contractors, material suppliers or any individual or agency on behalf of the applicant.***

The Municipality will provide support and direction when it deems necessary.

ARICHAT MAINSTREET REVITALIZATION PROJECT

DESIGN PHASE APPLICATION

CONTACT INFORMATION:

Business Name: _____

Owner(s): _____

Civic Address: _____ Mailing Address: _____

Telephone: _____ Fax: _____ Email: _____

BUILDING (Location to be renovated)

Owner(s) of Building: _____

Business Name: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

Other Businesses Occupying Building

LAND (Building location)

Owner(s) of Land: _____

Address: _____

Telephone: _____ Fax: _____ Email: _____

SUPPORTING DOCUMENTS

Attach copy of building deed -OR- Attach copy of most recent property tax bill

Online printout of business profile from NS Registry of Joint Stocks to show your business is ACTIVE.

Enclosed is deposit payment in the sum of **\$500.00 (five hundred)** as part of the design portion of the program.
To be refunded upon completion and final inspection of façade improvements.
Cheques can be made payable to The Municipality of the County of Richmond

Enclosed are statements of my tax account(s) and water and sewer services (if applicable) with the Municipality of the County of Richmond.

-OR-

I, _____, hereby consent to the Municipality of the County of Richmond to confirm that there are no outstanding amounts owing or pending actions against said business and/or business property as it relates to the Municipality of the County of Richmond.

Signature(s): _____ Date: ____/____/____

(Applicant Signature)

ARICHAT MAINSTREET REVITALIZATION PROJECT

DESIGN PHASE APPLICATION

FAÇADE DESIGN

- Attach photos of all visible sides of your building
- Attach sketch of property with measurements (estimates), including all buildings, nearest public road, road side signage, driveways, parking lot, utility poles, etc.

Please check off what you would like to see in your Façade Design:

- Front Building Façade 2-Sided Façade 3-Sided Façade Full Building Façade
- Exterior Siding Exterior Paint Door(s) Window(s) Exterior Lighting
- Sign Board Projecting Sign Window Sign Civic Number Sign
- Awning / Canopy Roof Façade Décor (ie. Flower Boxes)
- Other _____
- Attach written scope of work (*your ideas and plans*)

As applicant for the design phase of the façade program I acknowledge that I have read and understand the outline and guidelines of the program and agree to follow the program guidelines. I can also confirm that all documentation provided is accurate and true.

Signature(s): _____ Date: ____/____/____
(Applicant Signature – BUILDING OWNER)

Return completed application form and supporting documents to André LeBlanc, Project Coordinator in person at the Municipal Office, 2357 Highway 206, Arichat, NS

OFFICE USE

Received: _____

Recommendation of Committee:

- Approved
- More Information Required
- Not Approved

Written Scope of Work

Sketch of building and surrounding property

North



ARICHAT MAINSTREET REVITALIZATION PROJECT
FAÇADE CONSTRUCTION APPROVAL APPLICATION

Note: This application is only to be completed following approval of the design phase of the project and completion and submission of the Request for Quotes form with relevant documents. The estimates must reflect the approved façade design. Once this application is completed please submit for approval to the Project Coordinator. DO NOT start constructions or any other elements of façade improvements until you have been noticed that your application has been approved.

REQUEST FOR ESTIMATES:

- Attach the "Request for Quote Form" sent to contractors
- Attach construction estimates received

Name of Contractor	Quote Amount
1.	\$
2.	\$

CONTRACTOR RECOMMENDATION

Provide your written recommendation of the contractor of your choice.

FAÇADE SCOPE OF WORK:

Attach supporting documents and complete the project summary.

Project Summary:

Item	Description /Specification	Consultant / Contractor	Estimate
Building Permit			
Exterior Lighting			
Signage			
Doors / Windows			
Siding or Exterior Wall Covering			
Roofing			
Building Exterior Accessories			
Labour			
Other Fees			
		Total (Less HST)	

<p>_____</p> <p align="center">Applicant's Signature</p> <p>Date _____</p>	<p>Recommendations of Committee:</p> <p><input type="checkbox"/> Approved</p> <p><input type="checkbox"/> More information required</p> <p><input type="checkbox"/> Not Approved</p>
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