

## Streetscape Beautification Grant

### Grant Details

The Spruce the Bruce Program assists communities with improvements that make them more attractive, distinctive, and pedestrian-friendly.

Fixtures and features on downtown streets can make a major contribution to the character of the community. The **Streetscape Beautification Grant** encourages communities to envision their character and begin to implement it on the ground.

The Streetscape Beautification Grant supports investment in local downtown infrastructure. These grants match local cash contributions up to **\$10,000.00**.

### Usage of Funds

Streetscape Beautification Grants can be used towards street improvements such as: (but not limited to) banners, benches, garbage/recycling cans, bike racks, flower containers, green space/park enhancements, seasonal decorations and/or public art, provided that the items are installed within the designated downtown area. These funds are available for durable goods only (i.e. for improvements that will last more than 2 years).

### Eligibility Criteria

#### **2017 Eligible Communities for Streetscape Beautification Grant include:**

Ripley, Lucknow, Walkerton, Mildmay, Lion's Head, Wiarton, Southampton, Port Elgin, Kincardine.

In order to qualify for a Streetscape Beautification Grant:

- Applicants must be a municipality, established or incorporated group or a stakeholder group in partnership with an incorporated group, and must have municipal support in the form of a letter outlining the project timing and delineating responsibilities for maintaining the completed project.
- Applicants may only have one grant application per category per intake. A maximum of two (2) Streetscape Beautification Grants may be awarded per downtown per program year.
- Projects must not have commenced prior to the awarding of the requested grant.
- **Projects must be completed by October 31st, 2017. Extensions are not granted. If money is not spent it will be deemed an incomplete project and you will need to reapply next year.**
- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant.
- If applicant receives additional funding sources, they are required to provide a minimum 33% cash contribution

- Taxes are the full responsibility of the applicants.
- Eligible Project costs must be actual cash outlay to third parties acting at arms length and which can be documented through original invoices or proofs of payment.
- Applicants must specify how their plan contributes to the overall brand character of the Town and that their plan does not duplicate or compete with any other efforts underway.
- **Applicants must assume responsibility for maintenance of streetscape elements once purchased.**

## Review Criteria

The Bruce County Economic Development Grant Committee will review applications against the following criteria:

- date/timing of the application
- balance of funding available and any previous applications made at the time of application
- project's potential to provide long term economic benefit to the County
- evidence of the applicant's ability to fulfill responsibilities related to the project installation and maintenance
- project's "fit" with the objectives of Spruce the Bruce and/or the local municipal direction
- The proposed project's "fit" with the Signage Standards Manual, Community Design Toolkit, & local municipal direction
- Preference will be given to new projects however continual streetscape enhancement will be considered.

## Application Process

Applicants must complete an online application in order to be given grant consideration. You can save your application online and return to it later.

Incomplete applications cannot be accepted. Applications require the following:

- Lead Applicant Name: (Municipality / Group) / Street Address (Location) / Tel / email
- Contact (if different from applicant) / Mailing Address (if different) / Tel / email
- Project Type (checklist includes – banners, benches, bike racks, waste receptacles, flower containers, public art, seasonal décor, other)
- Other Partners;
- articles of incorporation of your or a partnering organization
- Detailed project description including sketches / design files and before picture of project site.
- Description of other projects recently completed, underway, or planned in the downtown and how they relate to the project.

- How this project reflects the mission of the Spruce the Bruce Program
- The proposed timeline for the work (start date, completion date) – must be completed by October 31, 2017
- Quote(s) of the project cost
- Budget Details (taxes not included):
  - Proposed Total Cost of Project
  - Applicant Contribution
  - Other Contributions (ie. Funding from other organizations)
  - Other Grant Contributions: (ie. Provincial, municipal, or NGO)
  - Grant Request
  - Grant % of Total Cost:%

### **Guidelines: Streetscape Beautification**

The Bruce County Economic Development Grant Committee will review applications against the following criteria:

1. Only grant applications that comply with municipal by-laws will be considered. Stakeholder groups should ensure that the attached letter of support from the municipality indicates compliance.
2. Streetscape improvements should add to the character and value of the downtown. The following questions will be considered when reviewing the application: Does the work proposed improve the visual quality and character of the downtown? Is the work proposed of the same character as the surroundings? For extra help, consult the community design toolkit / urban design guidelines / facade guideline / downtown streetscape study if one is in place for your town. Is the proposed feature the appropriate size for the location? Does proposed feature fit as an overall element or does it overwhelm or stand out? Are the colours / materials appropriate?
3. Creative design and/or use of graphics or images that reflect the community design identity are strongly encouraged.
4. Fixtures proposed to be located in the public right-of-way should not obstruct sight lines for vehicles accessing the street from driveways/alleys and should maintain clear circulation routes for pedestrians including overhead and at the street level
5. The use of a professional designer / fabricator / installer is encouraged.
6. Projects may require permits to be issued and it is the applicants responsibility to ensure that all permits are secured prior to submission of the application. Copies of the approved permits should be appended.

**Applicants are encouraged to contact the County of Bruce and / or their local municipality for planning / design assistance.**