

CITY OF CORNER BROOK

FAÇADE APPEAL COMPREHENSIVE ENHANCEMENT (FACE) PROGRAM GUIDELINES 2023

1. Eligible properties must be on a major street and have an approved commercial use at street level in front of the building.
2. Places of worship, institutions and residential buildings are ineligible for the program. The only exceptions will be the residences on West Street that are attached to commercial properties in the Andrew Cobb designed multi-unit townhouses.
3. Vacant buildings and properties with outstanding work orders or taxes from the City of Corner Brook are ineligible until all outstanding orders and tax payments are resolved to City's satisfaction.
4. Eligible front façade improvements include:
 - a) Exterior painting, Replacement of wood siding or installation of vinyl siding that looks like wood; installation of metal siding
 - b) Replacement of doors or windows on any level of the front façade of the building
 - c) Replacement or repair of cornice, parapets and other architectural features
 - d) Brick cleaning treatments such as power washing
 - e) Re-pointing of brick masonry
 - f) Installation or replacement of awnings or canopies
 - g) Installation and improvement of signage
 - h) Installation or upgrading of exterior lighting features
 - i) Re-design of storefront
 - j) Installation of wheelchair ramps
 - k) Landscaping as per City of Corner Brook's [Landscaping Standards](#)
 - l) Any other improvement as approved by the City
5. Total improvement cost (net of HST) may not exceed \$30,000, unless approved by the City
6. Maximum cash incentive will be \$10,000 for one property (with a clear civic address). There will not be any carry-over of incentive.

7. Cash incentive will be provided to property owner/business that carries out the improvements, after certification of completed work by the City.
8. To be considered, façade improvement work should commence only after approval from the City is granted. Work already started before approval, may not be considered.
9. Cash incentive will be calculated as follows:

Maximum amount of cash incentive is \$10,000. HST portion of the investment will NOT be considered.

- For investment up to and including \$10,000: 90%
- For investment amount above \$10,000: 75%

Example a: For an investment of \$6,000, cash incentive will be 90% of \$6,000, which is \$5400.

b.: For an investment of \$18,000, 90% for the first \$10,000 (\$9,000) and 75% for the amount over \$10,000 (that is 75% of \$8,000, which is \$6,000). This works out to \$15,000 (\$9,000 plus \$6,000). But total incentive will not exceed \$10,000, which is the overall cap. So, the applicant would receive \$10,000 as cash incentive.

10. Cost incurred on project consultants will be considered an eligible cost.
11. **The City reserves the right to decide on the actual incentive amount, based on its sole judgement of real improvement value of the façade, regardless of the quotes and receipts of expenses submitted by the applicant.**
12. A property, regardless of its owner(s) or the tenant(s), will be considered only once in a block of 3 calendar years.
13. One Quote from a sound supplier/contractor is required for every improvement.

If there is an apparent conflict of interest (for example, applicants who are also contractors providing the quote), a second quote will be required.

14. A building permit will be required as per regulations, and the proportionate fee for the FACE-eligible improvements will be refunded, should the FACE application be approved and undertaken successfully.

15. If you are undergoing extensive renovations, we recommend you consult with ServiceNL regarding the provincial government's requirements around building accessibility. Visit <http://www.servicenl.gov.nl.ca/licenses/building/badr.html> or phone (709) 637-2200.

BLADE SIGNS

16. **Exclusively for the businesses in the Downtown area**, Blade Signs shall be eligible for 100% reimbursement (including HST) of the cost of the blade signs, including installation cost (subject to a maximum fixed limit).
17. Though a part of the FACE program, there is a separate application form exclusive to Blade Signs.
18. An applicant seeking FACE program incentive for façade improvement can also apply separately for Blade Signs, provided they are located in the Downtown area.
19. These signs will have to be procured only from City-approved vendors. City will settle the accounts directly with the vendors.
20. The Blade Sign Guidelines specifying the eligibility, process of selection and other details **are being finalized and will be available soon**.

All decisions of the City on applications for the FACE program including Blade Signs, will be final and binding.