

CITY OF CORNER BROOK

GUIDELINES

FOR

FAÇADE APPEAL COMPREHENSIVE ENHANCEMENT (FACE) PROGRAM, 2026

AND

BLADE SIGN PROGRAM, 2026

A. FACE PROGRAM

1. Eligible properties must be on a major street and have an approved commercial use at street level in front of the building and be clearly visible from the street.
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. As a general guideline, 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 owner of property and/or business that is the approved applicant involved in spending and carrying out the improvements, after certification of completed work by the City and production of paid invoices/receipts.

8. To be considered, façade improvement work should commence only after approval from the City is granted to the FACE application. 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 ceiling. So, the applicant would receive \$10,000.

10. Cost incurred on project consultants is 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 tenant(s), will be considered only once in a block of 4 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.

B. BLADE SIGN PROGRAM

1. Blade Sign grant is available exclusively for the businesses in the Downtown area of Corner Brook
2. The City will pay 100% of costs (including HST) of purchase and installation of Blade Signs up to a maximum fixed limit (see point #5 below).
3. To be eligible for reimbursement, the Blade Signs must be procured only from the City-approved vendor. The business applicant need not make any payment to the vendor (subject to point #6 below) as the City will settle the accounts directly with the vendor.
4. The approved vendor for design, manufacture and installation of Blade Signs:

SPEEDPRO SIGNS (Speedpro)

318 O'Connell Drive
Corner Brook, NL A2H 6V9
Phone: (709) 634-7446
Fax: (709) 634-7447
Email: cornerbrook@speedpro.com

5. The City will pay up to a maximum of \$546.25 (including HST) for a Blade Sign. Experience has shown that the limit is adequate to cover all costs for design, manufacture and installation of a standard Blade Sign. The amount includes design expenses for 30 minutes.
6. Charges that exceed the above maximum limits due to additional design requirement (over 30 minutes) or material/services at the specific request of the business applicant, the business applicant will pay the additional amount (including the HST component) directly to Speedpro. Such designs must be pre-approved by the City to ensure they meet the applicable standards.

Process of Application

7. Please follow the following simple steps in sequence:
 - a. Submit the Blade Sign application in the prescribed form to the City.
 - b. The City will review the application.
 - c. If approved, you will be advised to contact Speedpro with the approval letter to design, manufacture and install of Blade Sign.
 - d. Speedpro will not charge you if the costs are within the defined limits. For any additional costs, please pay Speedpro directly.
 - e. Speedpro will complete installation within a defined time-frame.

C. COMMON CONDITIONS FOR BOTH PROGRAMS

1. If the subject Property/Business, or any other Property/Business within the City of Corner Brook is/are owned by the owner(s) of the applicant business - be it as sole proprietor(s), partner(s) or director(s) - have any taxes or any other amount due to the City or have any outstanding disputes or litigation with the City in relation to the subject property/business or other properties/businesses in Corner Brook, the application will be considered ineligible.
9. Suppression of material information will make the application ineligible and liable for other actions, as deemed necessary.
