Façade Improvement Grant Application Package

Evaluation Process

I.   **Growth CIP Review team will evaluate your Façade Improvement Grant proposal through 5 evaluation sections;**

       1. **Façade Materials (30 points)**
       2. **Cornices (10 points)**
       3. **Signage (15 points)**
       4. **Ground Floor Windows and Doors (15 points)**
       5. **Lighting (15 points)**

          =total of <u>85 points</u>

II.   **The Review Team will give an overall score to your proposal based on how well it meets the goals and overall intent of the Façade Improvement Grant. The more closely aligned your proposal is with the Façade Improvement Grant, the more money you may receive.**

     For reference, click [here](#) to see the point scale that the Growth CIP Review Team will use during the evaluation of your proposal. For applicants using a paper copy, see pages 18 and 19.

III. **Successful applicants may receive up to 50% funding to a maximum of $15,000**

Other

- **Each of the 5 sections in this document include various diagrams & supplemental information to help you understand what Growth CIP Review Team is looking for.**

- **For purposes of clarity, legibility and the reduction of paper use, it is preferred that fillable sections of this document are done so electronically instead of on paper. However, if you are unable to fill out the document electronically, please attach any supplemental pages that you may require.**

- **We ask that you please provide the Growth CIP Review Team with recent images of your existing façade in addition to a professional drawing of the proposed work or a clear diagram that explains the proposed work with text bubbles for clarity at a <u>minimum</u>.**

  The combination of images, clear explanations and a professional drawing or clear diagram explaining proposed work are critical in helping the Growth CIP Review Team accurately evaluate your proposal.

- **Guidelines have also been added for certain sections throughout the document. The implementation of these guidelines are <u>not required but are recommended</u>. The guidelines do not form part of the evaluation of your proposal.**

- **This document is designed to be read and filled out electronically. Hyperlinks have been added throughout to help with navigability.**

Section 1 – Façade Materials

Finished work should implement or maintain <u>natural façade materials</u> such as; **brick, stone & other masonry materials and wood**. Materials that do not age well, including; **vinyl, stucco[1], cultured stone and metal paneling** are strongly discouraged and will <u>receive a poor score for this section of the evaluation.</u>

Click here for additional information on 'Façade Materials'. For applicants filling out the document on paper, see page 3 of this document. This additional information should help to fill out this section.

Please fill out this section with as much detail as possible

a) **Please provide a description of the existing types of materials on your façade and describe where these materials are located on the façade (e.g. upper or lower portion)**

b) **Please provide a detailed description of the types of materials that you propose to implement, maintain or improve, if applicable and where these materials are to be located on the façade (e.g. upper or lower portion). Please keep in mind that brick, stone & other masonry materials and wood are preferred materials and will be scored accordingly.**

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[1] This includes; traditional & synthetic stucco and exterior insulation finishing systems (EIFS).

Façade Materials – Additional Information

What we <u>want</u>	What we <u>don't want</u>
• The restoration of existing natural materials (if natural façade materials already exist and are in a state that allows for restauration). • New natural façade materials respecting and complementing the era and style of the original building and prevailing character of the area. • Regular and safe maintenance of façade materials, including nonabrasive cleaning and tuckpointing of brick and stone facades. • Removing cladding to reveal the original materials and architectural details that have been obstructed, if feasible.	• Vinyl, aluminum, metal siding or cladding, stucco or exterior insulation finishing systems. • Power washing or sandblasting. This process weakens materials, especially brick. • Painting brick. This blocks the natural pores in the brick and may accelerate; chipping, deteriorating and even mould. • Corrugated metal panels, concrete blocks, cultured stone and other "faux materials" that mimic natural façade materials. <u>Return to Section 1</u>

Façade Materials

Brick

Natural Stone

Wood
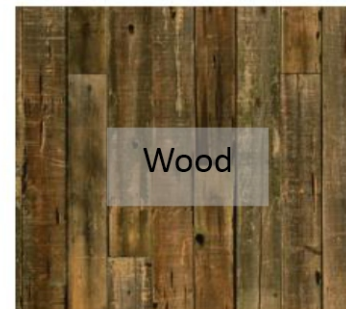
Section 2 - Cornices

Cornices are generally horizontal decorative trims usually located at the top of a building and between the bottom and top portions of a building. Roof and lower (storefront) cornices should seek to reinforce the established streetwall[2], contribute to the heritage character and improve the visual quality of buildings.

Click here for a diagram of 'Basic Facade Features'. For applicants filling out the document on paper, see page 6. This additional information should help to fill out this section.

Please fill out this section with as much detail as possible

a) **Does your façade already have roof and/or storefront cornices? If yes, please describe in detail how you propose to maintain or improve them, if applicable.**

b) **If your façade does not already have existing rooftop and/or storefront cornices, please describe how you propose to implement them, if desired. Please note that cornices do not form part of the evaluation if they do not already exist. If this is the case, this section will be non-applicable in terms of the score of the application.**

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[2] 'Streetwall' is a general term signifying the visual consistency of architectural elements along the street, see page 5 for local examples of established streetwall.
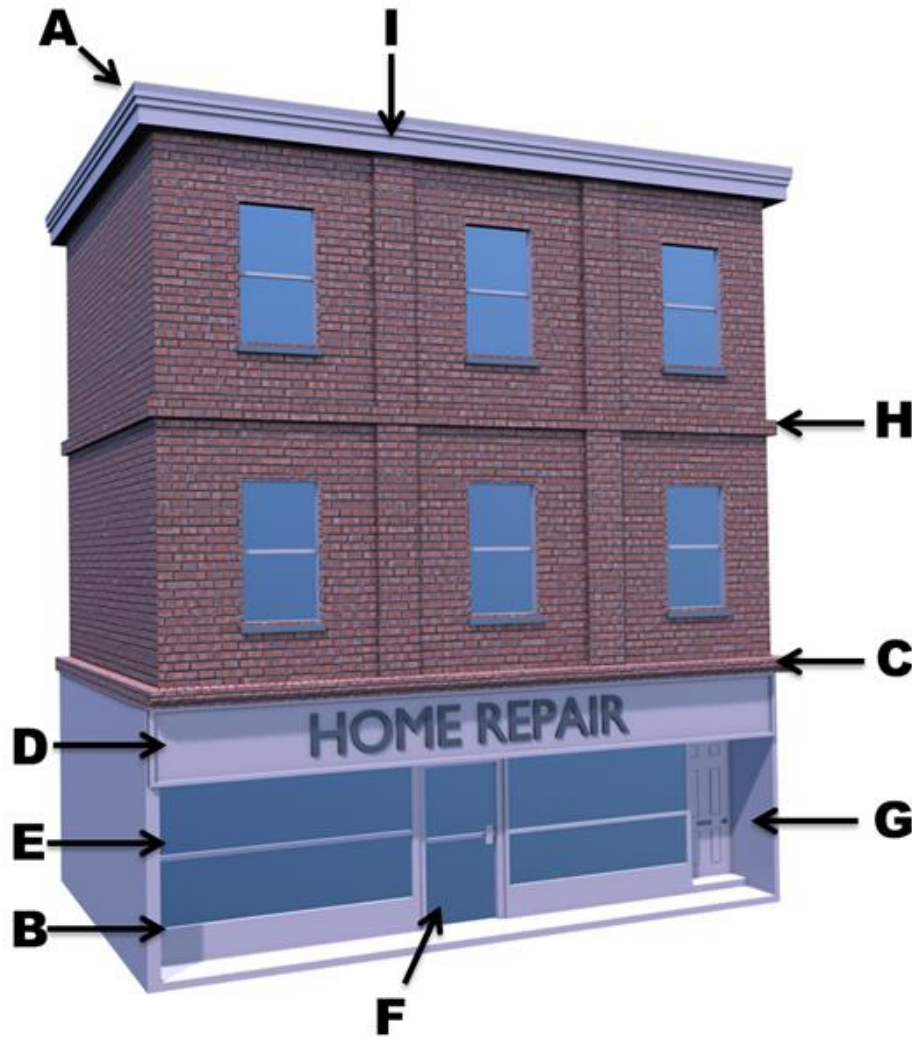
'Established Streetwall' - North Bay

Main Street West

Oak Street West

Basic Façade Features

A. **Roof Cornice**

B. **Window Sill**

C. **Lower (Storefront) Cornice**

D. **Signboard/Signage Band**

E. **Ground Floor/Display Window**

F. **Primary Entrance**

G. **Secondary (upper level) Entrance**

H. **Horizontal Demarcation**

I. **Vertical Demarcation**

Return to Section 2 - Cornices

Return to Section 3 - Signage

Return to Section 4 – Ground Floor Windows

Section 3 – Signage

Commercial signage should be located within the <u>horizontal signage band</u> that separates the storefront windows from the upper portion of the façade. Signage placement should consider the placement of signage of surrounding buildings to <u>help re-enforce the established streetwall</u>. Signage located outside of the signage band is <u>strongly discouraged and will receive a poor score.</u>

Click here for a diagram of 'Basic Facade Features', here for images of 'Encouraged Signage Examples' and here for additional 'Signage Guidelines'. For applicants filling out the document on paper, see pages 6, 8 and 21 respectively. This additional information should help to fill out this section.

Please fill this section with as much detail as possible

a) **Please describe in detail, the existing signage on your façade (if applicable). For example, explain the location of the signage in relation to the rest of the building and if it is <u>considers the placement of signage of surrounding buildings</u>[3].**

b) **Please describe in detail, how you propose to implement, maintain and/or improve, if applicable the existing signage. Please keep in mind that signage should be located within the horizontal signage band and consider the placement of signage of surrounding buildings**

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[3] Generally speaking, is the signage 'in line' with surrounding signage bands? Signage bands should have a generally consistent look from one building to the next in order to help reinforce the established streetwall.

Encouraged Signage

Signage within signage band/awning signage

Suspended signage boards[4]

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[4] Note that Encroachment Permits may be required for signage in the Downtown Target Area.

Encouraged Signage

Signage within the horizontal signage band + framing the shop fronts

Mural Signage[5]

[Return to Section 3 – Signage](#)

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[5] Mural signage is not intended to replace traditional storefront signage. Mural signage is intended to supplement traditional signage and is only applicable in certain site specific situations. Mural signage may be eligible for the 'Public Art Grant' through the Downtown Target Area.

Section 4- Ground Floor Windows & Doors

Store front (ground floor) windows and doors should seek to reinforce the established streetwall and provide window treatments which are conducive to an interactive pedestrian environment. Mirrored and/or tinted ground floor windows and doors are strongly discouraged and will be given a poor score.

This section scored through 3 sub categories;

1.   Glass Transparency at Ground Level
2.   Percentage of Glass at Ground Level
3.   Window Sill Line Height at Ground Level

Click here for a diagram of 'Basic Facade Features', here for a 'Ground Floor Windows and Doors' diagram and here for 'Ground Floor Window Guidelines. For applicants filling out the document on paper, see pages 6, 14, 21 respectively. This additional information will help to fill out this section.

1 - Glass Transparency at Ground Level

a)   **Please describe in detail, the existing level of glass transparency of ground floor windows and commercial glass doors. For example, is the glass fully transparent, semi-transparent, mirrored or tinted?**

b) **Please describe in detail, how you are proposing to maintain and/or improve, if applicable, the existing level of transparency of the glass at ground level. Please keep in mind that windows and commercial glass doors should be fully transparent, non-tinted and non-mirrored.**

Section 4 – Ground Floor Windows (Continued)

2 - Percentage of Glass at Ground Level

a) Please provide a general estimate of the existing percentage of glass at the ground level (this includes windows and commercial glass doors). This percentage equals to the amount of glass which covers the building at ground level. Click here for a diagram and see page 14 for applicants filling out the document on paper. This example shows nearly 100% glass at the ground level with the exception of the wood door located at the bottom right of the image.

b) Please describe in detail, how you are proposing to maintain and/or increase, if applicable, the existing percentage of glass the ground level. Please keep in mind that the ground floor windows and commercial doors should cover a minimum of 50% of the ground floor.
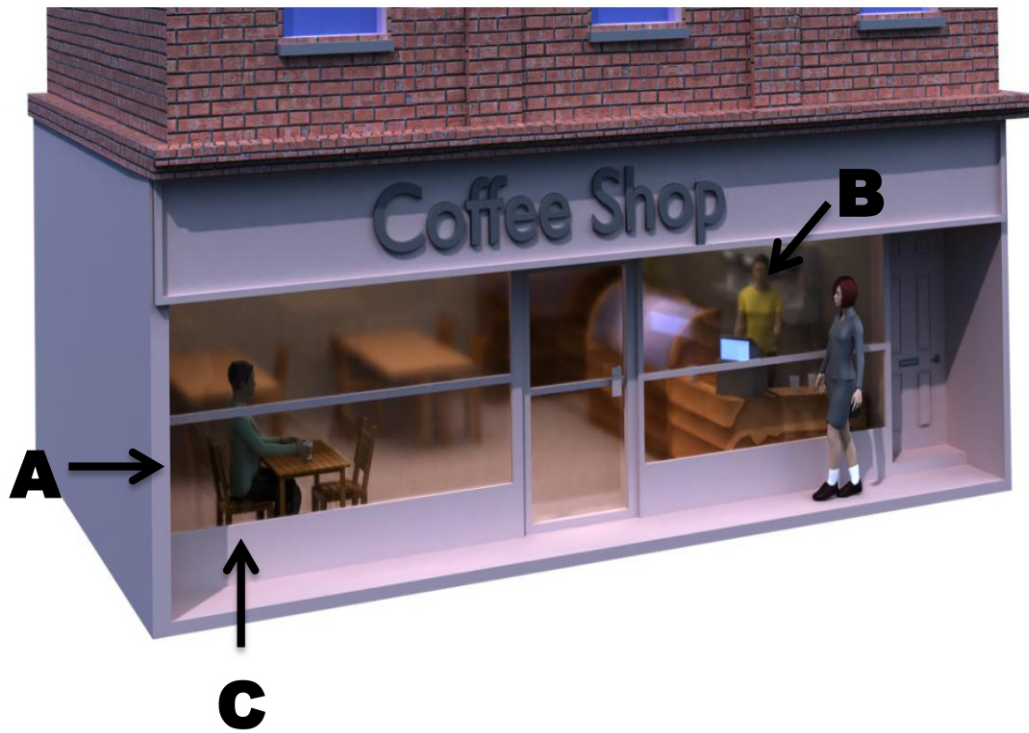
Section 4 – Ground Floor Windows (Continued)

3 - Window Sill Line Height at Ground Level

a) Please describe the existing window sill line height of the ground floor windows.

b) Please describe in detail, how you are proposing to maintain and/or lower, if applicable, the existing window sill line height of the glass at the ground level. Please keep in mind that low window sill lines increase overall pedestrian activity and generally provide more retail display space.

Ground Floor Windows Diagram

A. **Fully Transparent Glass**

B. **Minimum 50% Glass**

C. **Low Window Sill Line Height**

Section 5 - Lighting

Effective lighting <u>creates visibility</u>, increases <u>safety for pedestrians</u>, and <u>highlights strategic storefront areas</u> and architectural elements. Lighting should be used in <u>moderation</u> and designed in a way to <u>prevent negative impacts</u> on the character of the building, on passing pedestrians & motorists and minimize light pollution. This section is scored through <u>2 sub categories</u>;

1. Front-lit Signage
2. Secondary Entrance Lighting (if applicable)

Click here **for a 'Lighting' diagram, and** here **'Lighting Guidelines'. For those filling out the document on paper, see pages 17 and 22 respectively. This additional information should help to fill out this section.**

1 - Front-lit Signage

a) **Please describe in detail, the existing front-lit signage, if applicable.**

b) **Please describe in detail, how you are proposing to, implement, maintain and/or improve, if applicable, the existing front-lit signage. Please keep in mind that gooseneck lighting fixtures or other downward facing lighting fixtures are preferred and will be scored accordingly.**
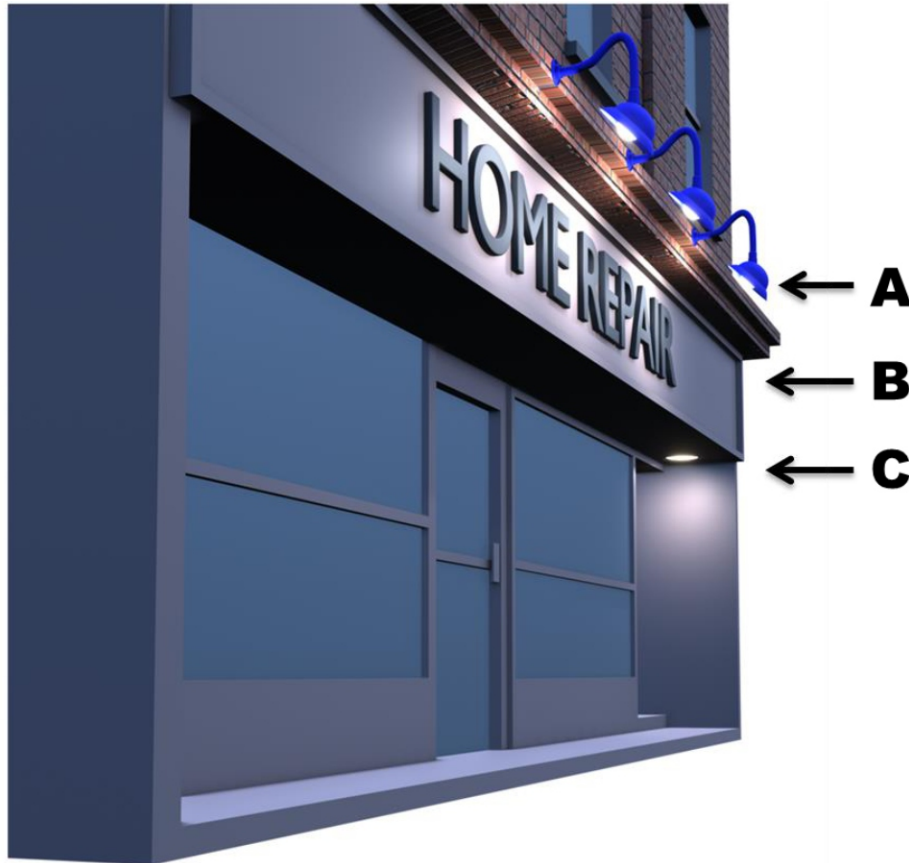
2- Secondary (Upper Level) Entrance Lighting[6]

a) **Please describe in detail, the existing lighting for a secondary (upper level) entrance, if applicable.**

b) **Please describe in detail, how you are proposing to implement, maintain and/or improve, if applicable, the existing lighting for a secondary (upper level) entrance. Please keep in mind that a pot light fixture is preferred for recessed entrances while a gooseneck fixture or similar downward facing lighting fixture is preferred for non-recessed entrances.**

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[6] This item is only applicable if a secondary (upper level) entrance exists or is proposed. If secondary (upper level) entrance is non-existing or proposed, it is considered N/A and is subtracted from the final score.
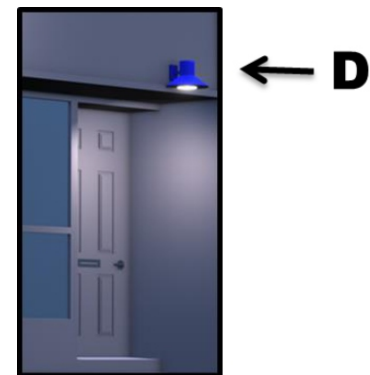
Lighting Diagram

A. **Gooseneck or other similar downward facing lighting fixture**

B. **Front-lit signage**

C. **Secondary (upper level) entrance illuminated with pot light fixture**

D. **Downward facing light fixture for secondary (upper level) entrance[7]**

Return to Section 3 – Signage

Return to Section 5 - Lighting

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[7] This type of downward facing illumination fixture is recommended for non-recessed entrances.

Scoring Scales[8]				
Materials	**Disagree** **0pts**	**Neither Disagree or Agree** **15pts**	**Agree** **22.5pts**	**Strongly Agree** **30pts**
Cornices	**Disagree** **0pts**	**Neither Disagree or Agree** **5pts**	**Agree** **7.5pts**	**Strongly Agree** **10pts**
Signage	**Disagree** **0pts**	**Neither Disagree or Agree** **7.5pts**	**Agree** **11.2pts**	**Strongly Agree** **15pts**
Glass Transparency	**Disagree** **0pts**	**Neither Disagree or Agree** **2.5pts**	**Agree** **3.7pts**	**Strongly Agree** **5pts**
% of Glass @ Ground Level	**Disagree** **0pts**	**Neither Disagree or Agree** **2.5pts**	**Agree** **3.7pts**	**Strongly Agree** **5pts**
Window Sill Line Height	**Disagree** **0pts**	**Neither Disagree or Agree** **2.5pts**	**Agree** **3.7pts**	**Strongly Agree** **5pts**
Front-Lit Signage	**Disagree** **0pts**	**Neither Disagree or Agree** **5pts**	**Agree** **7.5pts**	**Strongly Agree** **10pts**
Upper Level Entrance Lighting	**Disagree** **0pts**	**Neither Disagree or Agree** **2.5pts**	**Agree** **3.7pts**	**Strongly Agree** **5pts**

[8] The review team utilizes this table to determine to which extent your proposal fulfills the goals and objectives of the Façade Improvement Grant.

Evaluation Section	Points Available	Points Awarded	Grade (%)
Materials	30		0%
Cornices	10		0%
Signage	15		0%
Glass Transparency @ Ground Level	5		0%
% of Glass @ Ground Level	5		0%
Window Sill Line Height @ Ground Level	5		0%
Front-Lit Signage	10		0%
Upper Level Entrance Lighting	5		0%
Total	85	0.0	0%

- 50% to 59% = $3,000
- 60% to 69% = $6,000
- 70% to 79% = $9,000
- 80% to 89% = $12,000
- 90% to 100% = $15,000

Signage – Guidelines	
Encouraged	**Discouraged**
- Signage should be purposeful, discreet, and of high quality. - Signage text should be easily legible, non-reflective, and be of a strong contrasting colour to the background. - Signage should consider legibility for both pedestrians and vehicular traffic. - Signage should consider location and orientation to ensure that it does not create an obstacle. - Signage should reflect the heritage character of the Downtown.	- Signage that goes beyond sending a simple message and is over complicated is discouraged. - Signage that is not easily legible and clear is discouraged. - The following types of signs are discouraged; - Roof signs - Signage with removable lettering - Pylon signs - Inflatable sings - Handwritten signs - Movable sings (excluding sandwich boards).

Ground Floor Windows – Guidelines

Encouraged	Discouraged
● Window frames that are painted with complimentary colours to the rest of the facade to add interest and variety. ● Preservation and restoration of original patterns and openings of doors and windows. New installations of windows should be compatible with the building's overall appearance. ● Perforated and retractable shades for street-facing windows, rather than styles that would substantially inhibit visibility to and from the street.	● Obstructing window views with signs, product shelving, and other obstacles. ● Non-transparent decals covering the full extent of windows. ● Replacing or altering original windows or its openings with different styles or materials. ● Window replacements that do not fit the entire window opening or the use of filler material to compensate for size differences.

Lighting - Guidelines	
Encouraged	**Discouraged**
- Energy efficient light bulbs with a warm and inviting glow. - Shielded light sources to prevent glare and reduce light spill and light pollution. - Light fixtures that complement the overall buildings design and accentuate significant architectural elements such as columns, vertical and horizontal demarcations and entranceways.	- Lighting that over-illuminates the façade and causes glare and light spill in various directions. - Lighting that distracts from the architectural elements. - Backlight signage.