

## DOWNTOWN RENEWAL GRANT PROGRAM GUIDELINES

### INTRODUCTION

In partnership with the Downtown Business Improvement Association (DBIA), the City of Campbell River offers dedicated grant funding for eligible businesses and commercial building owners within the Downtown BIA area seeking to create positive interactions in the spaces surrounding their properties. The City supports revitalization of the downtown to create a vibrant space that is a center for economic development and cultural events. This grant program supports businesses within the Downtown BIA to enhance their facades and implement CPTED principles to create safe and beautiful spaces for their business and the community.

#### WHAT IS CPTED?

CPTED (pronounced sep-ted) stands for Crime Prevention Through Environmental Design. It focuses on solutions to reduce victimization and deters criminal acts in and around our built environment, while improving urban spaces.

Programs like this have existed in the City since 2014, and in 2017 Council officially adopted *Refresh Downtown* which provides a comprehensive strategy that informs street design. This grant program has two streams to facilitate façade improvements and CPTED application. The City of Campbell River is committed to making a vibrant downtown where people want to spend time and feel safe doing so.

### OUTCOMES

This program will support downtown businesses which meet the following program outcomes:

- |                                   |                                                                                                        |
|-----------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>1. Downtown Revitalization</b> | Encourage welcoming and vibrant design to enhance foot traffic and shopping in the downtown year round |
| <b>2. Enhanced Safety</b>         | Improved safety, security, and crime reduction through CPTED design                                    |
| <b>3. Community Connection</b>    | Foster a sense of place and pride through connection to waterfront and west coast design               |

## ELIGIBILITY

To be eligible for this program the applicant must meet all the following criteria:

- The business operates in a commercial building located within Downtown BIA borders
- The applicant must be either the property owner or business owner with property owner's written consent
- The project has not yet started, only pre-approved projects and no retroactive projects
- There are no municipal charges in arrears (property taxes, utility fees, business licence fees)
- No other successful applications have been approved for this property in the current year

## THE STREAMS

### FAÇADE IMPROVEMENT GRANT

<b>Purpose</b>	To promote welcoming spaces with cohesive design elements which encourages greater foot traffic downtown	
<b>Amount</b>	50% of costs up to \$10, 000	
<b>Application Deadline</b>	Applications are ongoing but projects must be complete by the end of the calendar year	
<b>Criteria &amp; Evaluation</b>	Alignment with City priorities & program outcomes, design quality, impact on downtown, and feasibility	
<b>Eligible Expenses</b>	<ul style="list-style-type: none"> <li>○ Exterior decorative &amp; architectural changes</li> <li>○ Exterior lighting, windows, painting, molding/trim</li> <li>○ Exterior signage</li> <li>○ Patio areas &amp; awnings</li> <li>○ Design, architectural, and engineering fees</li> <li>○ Landscaping fees</li> </ul>	
<b>Reporting</b>	A report with detailed pictures and invoices is required by the end of the calendar year	

### CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED) GRANT

<b>Purpose</b>	To promote safe spaces in the downtown	
<b>Amount</b>	50% of costs up to \$10, 000	
<b>Application Deadline</b>	Applications are ongoing but projects must be complete by the end of the calendar year	
<b>Criteria &amp; Evaluation</b>	Alignment with City priorities, design quality, impact on downtown, safety improvements, CPTED principles and feasibility	
<b>Eligible Expenses</b>	<ul style="list-style-type: none"> <li>○ Exterior lighting, decorative, &amp; architectural changes</li> <li>○ Professional consultant fees</li> <li>○ Landscaping</li> <li>○ Exterior surveillance of surrounding property area</li> <li>○ Fixing exterior vandalism to windows and doors</li> </ul>	
<b>Reporting</b>	A report with detailed pictures and invoices is required by the end of the calendar year	

## PROGRAM PROCESS

1. Optional pre-application meeting with the planning department to determine project eligibility and any permits needed
2. Apply for any required development permits with [building@campbellriver.ca](mailto:building@campbellriver.ca)
3. Submit downloadable fillable application form to [policy@campbellriver.ca](mailto:policy@campbellriver.ca)
4. Application is reviewed and evaluated, and the applicant will be informed of decision within 15 business days
5. If the application is accepted project work can commence
6. Upon project completion applicant submits a report including pictures and invoices/receipts to [policy@campbellriver.ca](mailto:policy@campbellriver.ca)
7. Report is processed and applicant is reimbursed through the BIA

## GRANT MANAGEMENT

- Grants are only given to preapproved projects
- Reporting on the project is required by Dec. 31 of that year
- Failure to complete any of these will result in no grant reimbursement from the City

## QUESTIONS?

Any questions about the program or requests for pre-application meetings can be directed to [policy@campbellriver.ca](mailto:policy@campbellriver.ca)

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