



## STOREFRONT IMPROVEMENT INCENTIVE POLICY

APPROVAL DATE: *May 12, 2022*

### 1. Policy Statement

A community's business district draws in visitors from across the region and beyond and leaves a lasting impression of our Village on them and others who live nearby. A bright, modern and well-maintained downtown can lead to further business attraction, expansion of general economic development, and increased community morale.

### 2. Policy Purpose

The purpose of this policy is to assist business property owners and/or their tenants to enhance Storefronts within the Village of Berwyn's downtown business district resulting in significant improvements to the Village's Commercial Corridor.

### 3. Definitions

- 3.1. "Commercial Corridor" means the commercial district adjacent to 5<sup>1st</sup> St. as demonstrated in Schedule 'A'. Including both Primary and Secondary Commercial properties.
- 3.2. "Storefront" means the façade or face of the store that looks onto a street or open space.

### 4. Eligibility

- 4.1. The Storefront Improvement Incentive Program is available to all commercial property owner(s) and their commercial tenants within the Village of Berwyn's Commercial Corridor.
- 4.2. Eligible improvements include:
  - 4.2.1. Redesign and reconstruction of the Storefront;
  - 4.2.2. Replacement of Storefront windows;
  - 4.2.3. Installation of new signage or improvements to existing signage;
  - 4.2.4. Replacement of siding, eaves, fascia and soffits;
  - 4.2.5. Installation of canopies or awnings;

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- 4-2.6. Installation/repair of exterior lighting;
- 4-2.7. Painting/cleaning of the building façade; and
- 4-2.8. Modifications to an entryway (including accessibility ramps, doors, openers).

4-3. Ineligible improvements include:

- 4-3.1. New construction;
- 4-3.2. Foundations;
- 4-3.3. Roof repairs;
- 4-3.4. Plumbing;
- 4-3.5. Security features, bars or blinds;
- 4-3.6. Electrical or structural upgrades not associated with Storefront improvements;
- 4-3.7. Non-permanent fixtures (banners, window coverings, planters, benches);
- 4-3.8. Sidewalks and paving; and
- 4-3.9. Building code, fire code, or Property standards orders.

4.4 Eligible costs include:

- 4.4.1. Cost of materials;
- 4.4.2. Equipment; and
- 4.4.3. Contracted labour.

## 5. Incentive

- 5.1. The maximum amount of any incentive allocated under this program shall be \$25,000 per property.
- 5.2. The incentive shall not exceed 50% of the total cost of eligible work.
- 5.3. The Village of Berwyn may approve an incentive for less than 50% of the eligible work.
- 5.4. The Village of Berwyn may limit the total amount granted each year.
- 5.5. **Option 1**, the incentive is reimbursement and will be released once the work is complete, invoices and proof of payment have been submitted to the Village of Berwyn and the Storefront has been inspected by Town staff.
- 5.6. **Option 2**, the incentive is a property tax reduction and will be applied once the work is complete, invoices and proof of payment have been submitted to the Village of Berwyn and the Storefront has been inspected by Village staff.

## 6. Program Criteria

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- 6.1. Applications shall be for a single commercial property.
- 6.2. Applications that include multiple activities or demonstrate a dramatic improvement in aesthetics will be given higher priority.
- 6.3. All applications are subject to availability of funding as determined by Village of Berwyn Council and will be considered on a first-come, first-served basis.
- 6.4. Commercial tenants must provide written authorization from the registered property owner(s).
- 6.5. Incentives will not be issued to any applicant who is in arrears of any municipal financial obligation.
- 6.6. Development permits must be applied for and approved if relevant to the work and all regulations complied with.
- 6.7. Work initiated prior to an application being approved shall not be eligible for an incentive.
- 6.8. Work must be completed within one year of application approval and if not the Village of Berwyn may cancel the incentive.
- 6.9. Incentives are not transferrable to other properties.
- 6.10. The Village of Berwyn shall review completed work to ensure the monetary value of the work coincides with the application. Should it not coincide, the Village of Berwyn shall reduce the amount of the incentive accordingly.
- 6.11. Should any criteria in this policy not be adhered to, the Village of Berwyn shall cancel the incentive.
- 6.12. The Village of Berwyn reserves the right to discontinue this program at any time.
- 6.13. The Village of Berwyn reserves the right to refuse any application and only applications that meet the program's purpose shall be considered.
- 6.14. All Storefront work is to be maintained into the future in accordance with Village of Berwyn bylaws.

## 7. Applications

- 7.1. Applications shall include:
  - 7.1.1. Completed application form
  - 7.1.2. Photographs of the Storefront prior to improvements
  - 7.1.3. Drawings of proposed improvements
  - 7.1.4. Detailed budget

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Schedule 'A' - Village of Berwyn Commercial Corridor



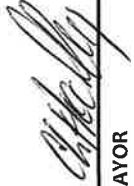
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- 7.1.5 Quotes or estimates
  - 7.1.6 Proof of insurance
  - 7.1.7 Letter from property owner(s) if necessary.
- 7.2. Applications may be submitted at any time until the program is fully subscribed or discontinued.

8. Revision/Review History

VILLAGE OF BERWYN

May 12, 2022  
DATE

  
MAYOR

May 16 2022  
DATE

  
CHIEF ADMINISTRATIVE OFFICER