			
Urban Beautification Policy		Policy Category: Policy	
Policy No.: 16-77.2		Implementation Procedure No.:	
Approved or Last Reviewed Date: March 2019		Next Review Date: December 2020	
Area(s) this policy applies to: Financial incentives supporting development in the Central Peninsula		Owner Service: Growth and Community Development	
Related Policy(ies): Urban Development Incentives Policy			
<p>Revision History</p> <p>December 2017</p> <p>March 2019</p>			
Date Created: March 15, 2016	Senior Leadership Review Date:	Council Approval Date:	Contact: Commissioner of Growth and Community Development

Urban Beautification Program

Overview

The purpose of the Urban Beautification Program is to provide incentive for people living in the Central Peninsula to invest in the beautification of the façades of their homes, or the landscaping of their front yards. The Beautification Program is designed to create an enhanced public realm in the Uptown, South End, and Waterloo Village areas. Increased reinvestment in the facades and front yards of private properties will contribute to beautification of the entire Central Peninsula, creating a more desirable place to live.

A. Qualifying Criteria:

- i. The project is located within the boundaries outlined in Schedule 1;
- ii. Individual apartment-style condominium units will not be eligible for a grant;
- iii. All work proposed as part of a Beautification Program application must be conducted on the first four storeys of the dwelling;
- iv. Where required, all work must have an approved building permit in order to receive funding.

B. Eligible Work:

The following work will be eligible for a grant:

- i. The front or flankage façade of a building;
- ii. Exterior painting, including any entranceways, siding, trim, moldings, porches, decks or other features of the exterior of the main building;
- iii. Siding repair, or the replacement of any siding with new siding material;
- iv. The repointing of existing brick on the exterior of the main building;
- v. The repair and/or replacement of any architectural elements of the building that are original to the design of the building, or are similar to the architectural style of the building;
- vi. The replacement or installing of any exterior windows or doors
- vii. The replacement, renovation or installation of exterior front steps, handrails or walkways;
- viii. The installation of any landscaping details including, but not limited to, sod, shrubs, trees and plant beds; and
- ix. Notwithstanding section B(i), exterior painting to a side yard façade of a property may be eligible where: (i) the adjacent lot is a vacant or surface parking lot and has a frontage of at least 11 metres, or, (ii) the side yard is occupied by surface parking with a width of at least 11 metres.
- x. Any additional work not identified below as ineligible work, which incorporates decorative elements and contributes to the beautification of the property.

C. Ineligible Work:

The following work conducted to the subject property will not be eligible for a grant:

- i. The renovation of any interior spaces;
- ii. Work that has been started prior to the submission of an application;
- iii. The replacement or repair of the roof;
- iv. Any work done to a driveway or any other parking area;

- v. Any work done to an existing or proposed detached garage;
- vi. Any exterior Improvements done to backyards, or areas not visible from the street front;
- vii. Any work involving the installation of vinyl siding, or any siding that will result in the covering of brick;
- viii. Projects receiving any funding through the Urban Development Incentives Program are not eligible.

D. Program Guidelines

i. Structure:

- a. An approved grant will provide 35% of the cost of the eligible work completed to a
 - i. maximum of \$4,000;
 - ii. Where a grant application is for both a front and flankage building façade, an approved grant will provide 35% of the cost of eligible work completed to a maximum of \$6,000.
- b. Beautification Grants will be awarded to the applicants with the highest scores, as determined by the Application Evaluation Committee, until the funds have been exhausted;
 - i. Where a grant application is deducted points by the Application Evaluation Committee, the overall value of the grant shall be reduced from 35% of the cost of eligible work according to the following formula:
 - ii. *Reduced Grant* =

$$\text{Cost of Eligible Work} * 35\% * \left(1 - \frac{\text{Total Points Deducted}}{\text{Total Points Awarded}}\right)$$
 - iii. Any work undertaken on the exterior of the building or property within the same year will be included as part of the application for the purposes of determining the project score.
- c. Any application that receives a score of zero or lower will not be eligible for a
 - i. Beautification Grant.

ii. Distribution of Funds:

- a. The distribution of funds for an approved project will occur after a final site inspection has been conducted and it has been determined by staff that the approved work has been completed;
- b. No project will receive more than the 35% of the submitted proposal;
- c. The applicant must submit all accompanying receipts necessary to provide proof of eligible expenses prior to November 30th.
- d. Where an applicant performs the required work for a Beautification Grant themselves, only the material costs will be eligible for reimbursement.
- e. Where work is performed by a company owned by the applicant, the City of Saint John may request formal documentation outlining both detailed material and labour costs for the project.

iii. Schedule:

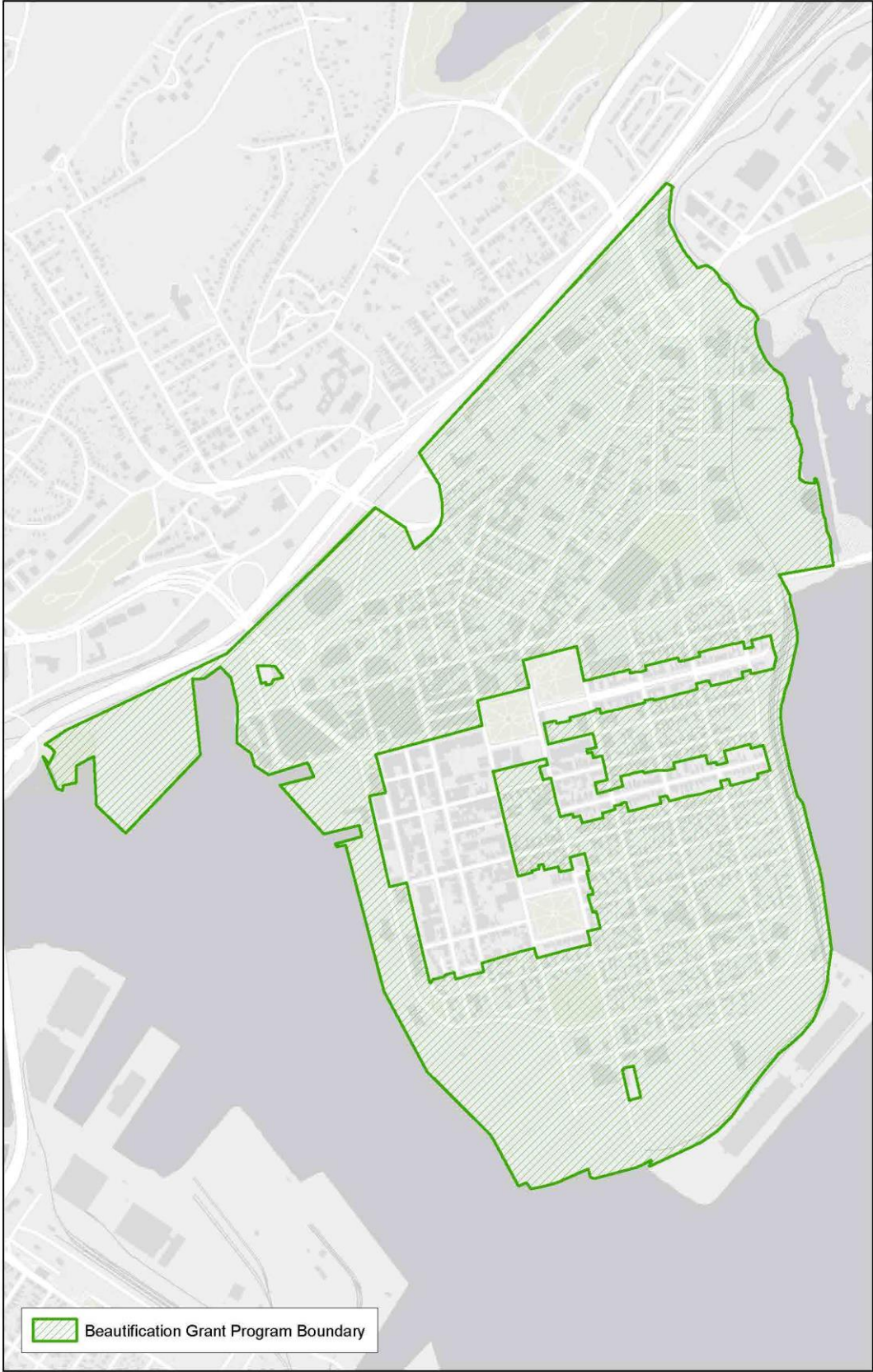
- a. The effective date of the program is March 22, 2016;
- b. The Application Evaluation Committee will meet three times during a year, if required, for the purpose of reviewing and approving applications;
- c. The Application Evaluation Committee shall determine meeting dates, application deadlines, and any other necessary deadlines for the Program, subject to the approval of the Commissioner of Community Growth and Planning;

- d. Conditionally approved grants shall be incomplete and the applicant will not be
 - i. eligible for any funding if work has not commenced within one month of the approval date;
- e. All work approved by the Committee for a Beautification Grant must be completed by
 - i. November 30;
 - ii. If the proposed work approved by the Committee for a Beautification Grant is not completed by November 30, the project will be deemed incomplete and the applicant will not be eligible to receive any funding.

iv. Application Evaluation Committee:

- a. The role of the Application Evaluation Committee is to provide a technical evaluation of applications in the context of the Beautification Grant Score Card (Schedule 2).
- b. The Application Evaluation Committee will consist of five technical staff members from one or more of the following City of Saint John Departments: Growth and Community Development, Finance and Administrative Service, and Communications;
- c. The members of the Application Evaluation Committee will be determined by the Commissioner of Growth and Community Development;
- d. The members of the Application Evaluation Committee may step down from their role on the Committee, or be replaced, subject to the approval of the Commissioner of Growth and Community Development.

Schedule 1 Beautification Grant Program Boundaries



Schedule 2 Beautification Grant Score Card

High	Low	None	Negative
Siding			
<p>6 Points Repairs or replaces 25% or more of the façade. Appropriate materials include: Fiber Cement; Masonry Work; Wood Siding; Shingle Siding.</p>	<p>2 Points Minor repair on 25% or less of the façade.</p>	<p>0 Points Not within scope of project.</p>	<p>-14 Points Proposes to use vinyl siding; proposes to cover exposed brick; undertakes work which creates an irregular pattern of cladding which is inconsistent with that of intact, traditional buildings along the same street.</p>
Painting			
<p>4 Points Painting greater than 25% of an eligible façade, with accentuation of architectural details.</p>	<p>2 Points Painting of greater than 25% of an eligible facade.</p>	<p>0 Points Not within scope of project.</p>	<p>-5 Points Painting and thereby maintaining an irregular pattern of cladding.</p>
Entryways			
<p>3 Points Restoring entryway using high quality materials. Restoration must include two of the following: restores original entryway; installs contextually appropriate door; installs contextually appropriate steps (including painted handrails).</p>	<p>1 Point Installs only one of the previous items.</p>	<p>0 Points Not within scope of project.</p>	<p>-3 Points Installs white and/or panel steel door with no windows.</p>
Architectural Details			
<p>3 Points Restores original architectural detailing to façade.</p>	<p>1 Point Installation or improvements to compatible architectural detail such as window trim, lintels, cornices, brackets and other similar features.</p>	<p>0 Points Not within scope of project.</p>	<p>-3 Points Removal or original detailing without replacement using high quality materials.</p>
Windows			
<p>3 Points Maintains or restores fenestration pattern using high quality materials such as wood or metal clad windows.</p>	<p>1 Point Use of contextually appropriate vinyl while maintaining fenestration, proportion, and style.</p>	<p>0 Points Not within scope of project.</p>	<p>-10 Points White vinyl windows and/or storm windows which do not maintain fenestration, proportion, and style; The removal of windows and disruption of traditional fenestration patterns.</p>
Landscaping			
<p>1 Point Shrubs; trees; perennial gardens; new grass; box planters.</p>	<p>Not applicable.</p>	<p>0 Points Not within scope of project.</p>	<p>-2 Points Removal of landscaping.</p>
<p>Total score is out of 20.</p>			