

Purpose

The purpose of this policy is to incentivise landlords and/or business owners in Bowen, Proserpine, Collinsville and Airlie Beach to improve their individual shopfronts through the grant assistance outlined in this policy.

Scope

This policy is applicable to:

- a) all commercial premises fronting the street from 1 Main Street to 140 Main Street, Proserpine, encompassing both sides of the street.
- b) all commercial premises within the Major Centre Zone in Bowen, being shops in Herbert Street, Powell Street, Williams Street, George Street, Dalrymple Street and Gregory Streets facing the street.
- c) all commercial premises within the CBD in Collinsville, being shops in Stanley Street facing the street.
- d) all commercial premises fronting the Airlie Beach Main Precinct from the Star Fish roundabout to Coconut Grove / Shute Harbour Rd roundabout including Airlie Esplanade.

See Appendix 1 for Maps.

Policy Statement

1. Levels of Funding Available

Council's contribution to each grant will be to up to 50% of the eligible works and will be capped depending on the following factors:

- For shopfronts up to and including 12 metres long: a maximum Council contribution of \$3,000 may be granted; or
- For shopfronts over 12 metres: a maximum Council contribution of \$5,000 may be granted.

No more than \$500 can be attributed to landscaping.

2. Eligible Works

Eligible works on commercial properties only include:

- Lighting;
- Redecorating exterior walls;
- Upgrades to windows and doors;
- Enhancing entranceways of shops;
- Awning/canopies;
- Exterior architectural and/or artistic features;
- Landscaping (to a maximum of \$500);
- Façade painting and murals;
- Removal of cladding from presently concealed historic character buildings;

- Reinstatement of lost elements or fabric to the façade of the building; and
- Signage; or
- Any combination of the above.

3. Ineligible Works

Ineligible works exclude:

- building & planning applications;
- application fees; and
- shopfronts facing laneways.

4. Rules for Assessment

- An application cannot be accepted if there are outstanding fees and charges to Council on the subject property.
- Council reserves the right to seek further information or clarification of a proposal to facilitate a balanced assessment.
- Grants are awarded based on merit and not all applications that meet the assessment criteria may be funded.
- An application for the Policy must be made before any works commence onsite.
- Applications will be assessed against the Objective Criteria.
- The applicant must obtain all necessary planning and building approvals before any Policy approvals can be given or commencement of works.
- Council will not grant funds for operational or administrative costs related to the project.
- Grants will not be paid for business marketing or promotion (this does not include if an application is made for fixed signage).
- Council will not provide grants for capital purchases (for example ladders, gurneys, scaffolding and safety barriers).
- Applicants must fund the costs of the works upfront and Council will reimburse the agreed funding amount in accordance with the funding agreement.
- Only one grant application is lodged per business/individual shopfront; however, a number of business owners may jointly make a combined application.
- Applicants must submit two formal quotes from local licenced contractors for proposed works.
- The applicant must provide their matched contribution in cash and not in-kind.

5. Objective Criteria

- Improvements proposed must be to the façade of the building that is visible from the street but do not include that part of a building fronting any laneway.

- The applicant must demonstrate how the project will benefit the building's presentation and streetscape appeal.
- Colours and landscaping must create visual interest or be in keeping with the surrounding area.
- Applicants must submit a plan detailing the proposed improvements.
- Applicants must submit 'before photos' of the proposed building with the completed application.

6. Application Process

- a) Applicant is required to complete an application form. The application form will require:
 - i. A clear description stating what proposed works will be undertaken including sketches or rendered images.
 - ii. A minimum of two (2) quotes from local licenced contractors.
 - iii. Before photos taken of the building's current façade, elevation and closeup of the area to be affected by the works. Successful applicants will be required to take photos showing final completed works from the same locations as the 'before' photos.
 - iv. If a building is Heritage Listed or adjoins a Heritage Listed place, applicants will be required to seek advice relating to the potential heritage impacts and refer the proposal to Council's Development Assessment unit for consideration.
 - v. Project plan and timing of proposed works.
 - vi. Owner's consent.
- b) Council or the delegated officer will be briefed on the application.
- c) Applying does not automatically result in approval, each application is subject to assessment and approval.
- d) Works to Heritage Listed buildings that require planning approval through Council's Development Assessment department or the State Assessment and Referral Agency must obtain the necessary permits prior to works commencing and all work must be carried out as per these approvals.
- e) An applicant will be required to enter into a Funding Agreement with Council. The Agreement will outline the level of funding approved and the timeframes for works to be undertaken and completed.
- f) The applicant has 3 months after completion of the work to lodge a Grant Acquittal Form, tax invoices and proof of payment to Council. Before and after photos must be provided prior to Council releasing funding.
- g) The proposed works should be completed as detailed in the approved proposal within 12 months of the date of the Funding Agreement.

Applicable Legislation

N/A

Definitions

CEO refers to the Chief Executive Officer of the Whitsunday Regional Council appointed in accordance with the *Local Government Act 2009*.

Council refers to the Whitsunday Regional Council

Employee refers to any employee, contractor, volunteer etc. of the Council

Related Documents

Façade Improvement - Funding Agreement

Façade Improvement Application Form

Grant Acquittal Form

Human Rights Compatibility Statement

This Policy has been assessed as compatible with the Human Rights protected under the *Human Rights Act 2019*.

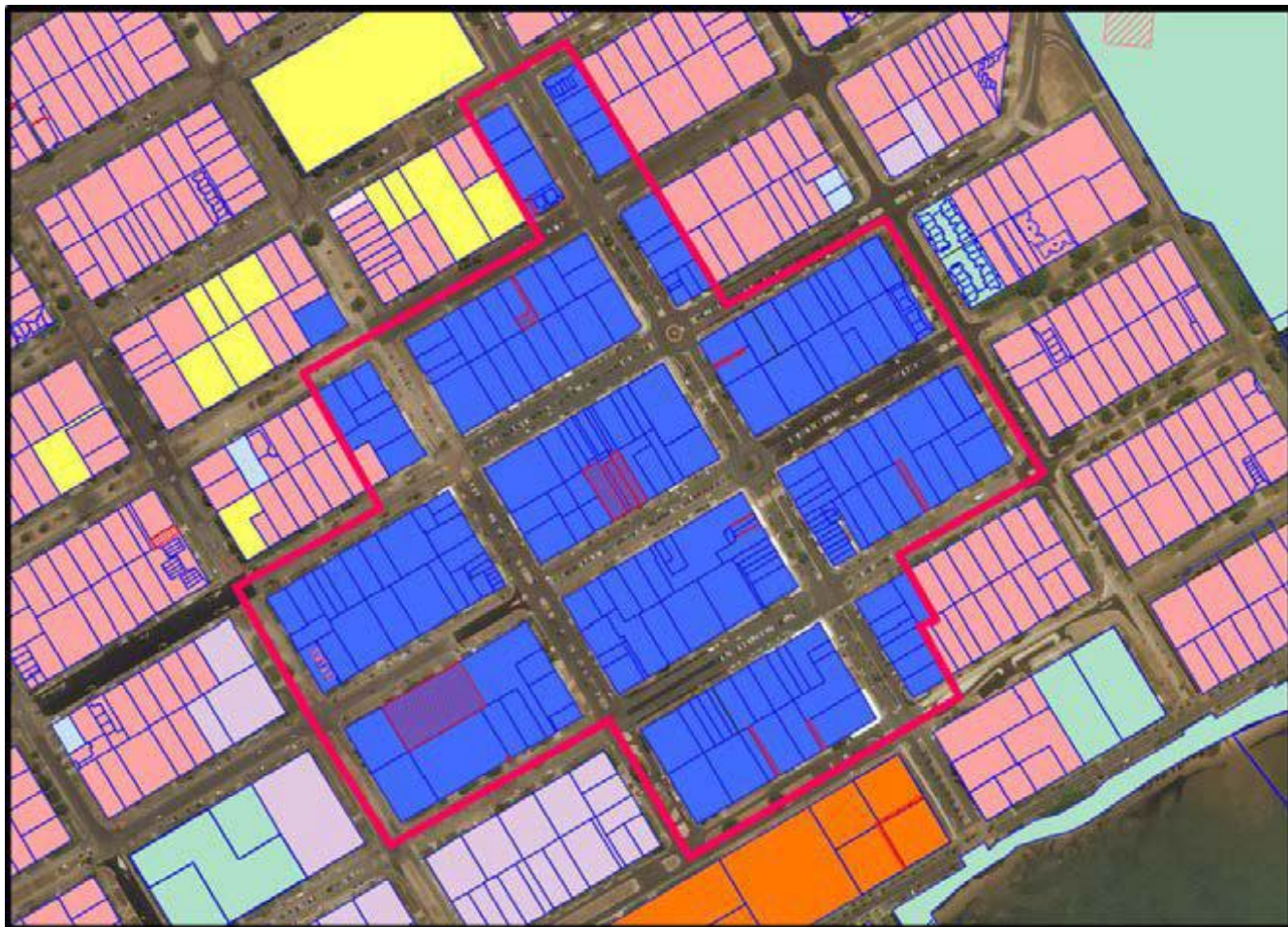
COUNCIL POLICY			
Date Adopted by Council	28 April 2021	Council Resolution	2021/04/28.11
Effective Date	28 April 2021	Next Review Date	28 April 2021
Responsible Officer(s)	Strategic Planning	Revokes	Façade Improvement Policy (adopted 11 December 2019)
Public Consultation: Yes / No			

Appendix 1

Mapping of Applicable Areas



Proserpine



Bowen



Collinsville



Airlie Beach