

# Storefront Refresh & Signage Grant Program

Program Guide and Application Form

Edmonton

Is it time to refresh your storefront or signage? Eligible applicants may receive up to \$1,000 in matching funds toward small storefront renovations. A ground floor commercial unit facing the street may receive a Storefront Refresh & Signage Grant once every five years. Only work completed on the front of a building is eligible.

This grant **does not** support graffiti removal or repairing broken windows due to vandalism. Please see [Capital City Clean Up](#) or the [Window Repair Program](#) instead.

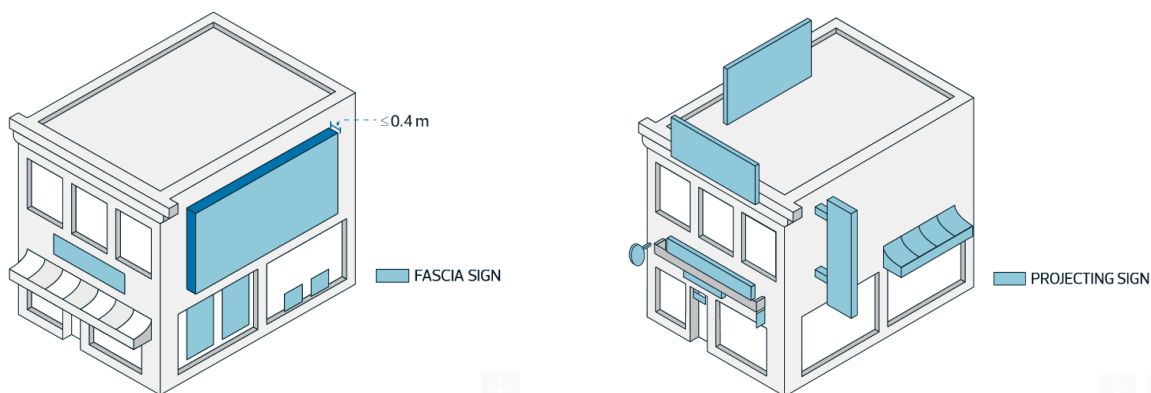
This program aligns with the City of Edmonton's strategic priority "I want opportunities to thrive".

Eligible Storefront Refresh & Signage projects include one or more of the following:

- Adding new or refreshing existing fascia signs\* and/or projecting signs\*\*, excluding billboards and digital signs
- Repainting the front of the building (includes paint or anti-graffiti coatings)
- Repairing or reskinning an existing awning or adding a new awning
- Repairing damaged or crumbling entrance steps, landings or ramps
- Adding or upgrading decorative exterior lighting
- Adding new bike racks on private property
- Adding a new mural or touching up an existing mural on the front of a building
- Adding or repairing accessibility features like ramps or handrails
- Other improvements if approved by the City's program manager

\* A **fascia sign** means a wall sign or a window sign that does not contain digital copy. Typical examples include business identification signs, window signs or mural signs.

\*\* A **projecting sign** means a sign that projects more than 0.4 m from a building facade; below or above a canopy, awning or architectural feature; or above the eave line or roofline. It does not contain digital copy. Typical examples are blade, canopy and roof signs.



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## Am I eligible?

Projects that are eligible to apply for and receive a Storefront Refresh & Signage Grant must meet all of the following criteria:

- Don't start work before funding is approved! This includes buying materials.
- Storefront must be located on the ground floor of a building and face the street.
- Storefront must be located within a [Business Improvement Area or other Council-approved area](#).
- The proposed Storefront Refresh & Signage project can't be part of a larger renovation.
- Home-based businesses are not eligible.
- The commercial unit has not received the grant within the last five years.
- The person submitting the application is the property owner or a person/tenant legally designated by the property owner to complete the Storefront Refresh & Signage Grant application.
- The property owner is up to date on municipal property taxes for the building.
- The work must meet one or more of the eligible enhancements listed on page 7 of this document.
- Once approval is granted, the project must be completed within six months. If the renovations are not completed and the supporting reimbursement documentation is not submitted within six months of the date of the approval letter, the project will no longer be eligible to receive a grant.

If you're unsure if your project qualifies, reach out to the program manager at [storefront.improvement@edmonton.ca](mailto:storefront.improvement@edmonton.ca)

## How does it work?

Apply	Approval	Work	Claim
<p><b>Apply to the Program.</b></p> <p>Email your application and three 'before' photos to the Program Manager.</p>	<p><b>Receive your Letter of Approval.</b></p> <p>The Program Manager will approve your application and send you a letter with details about the grant maximum for your project and deadline for completion.</p>	<p><b>Refresh your building!</b></p> <p>Roll up your sleeves and get to work!</p> <p>It is your responsibility to apply for any necessary permits for the work.</p>	<p><b>Submit your documents for reimbursement.</b></p> <p>Send the Program Manager:</p> <ul style="list-style-type: none"><li>• Invoices and receipts,</li><li>• Three "after" photos,</li><li>• A municipal tax notice, and</li><li>• A permit service report (if necessary)</li></ul> <p>Receive your grant in the mail.</p>

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## How do I apply?

You can apply at any time. Send applications to [storefront.improvement@edmonton.ca](mailto:storefront.improvement@edmonton.ca).

Your application must include:

1. A completed application form.
2. Three photos of the exterior of your building. Two must be:
  - a. One photograph of the entire storefront
  - b. One photograph of the area(s) you want to refresh

## What Happens Next?

Approved projects will be issued a Storefront Refresh & Signage Program approval letter.

You will have six months from the date of the letter to complete your project and submit all the following documentation:

- Invoices, receipts and proof of payment for the work (receipts, copies of cheques, etc.)
- Three photos of the completed project and building.
- A copy of the most current property tax notice.
- A development, building or sign permit and permit service report(s) showing that any work requiring a permit has been completed to the satisfaction of the City (if applicable).

Once completion is reported, the Program Manager will review submitted documents. A grant cheque will be sent by mail once all documentation is submitted and verified.

## How Much Will I Get?

Grants are 50 per cent of the project total to a maximum of \$1,000. Only the work approved in the Storefront Refresh & Signage program approval letter can be reimbursed.

For example, if you spend \$2,000 or more on eligible items or work, you will receive a reimbursement for \$1,000. If your project is \$800 total, you will receive a reimbursement for \$400, or half the total amount of your refresh project.

Reimbursements are issued by cheque through the mail and will take approximately four to six weeks to arrive after you submit your documentation at the end of the project.

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## Key Things To Know

- Funding is not guaranteed. All decisions are final and cannot be disputed.
- If you start work before receiving an approval letter, the project will not receive a grant.
- It is the responsibility of the business to manage contractors and save receipts and invoices.
- Only the work approved in the Refresh program approval letter can be reimbursed.
- Grant maximums will not exceed \$1,000.
- Work completed without a required City permit will not be reimbursed. It is the responsibility of the business to check whether the project needs a permit to complete, and if so, to obtain any necessary permits, such as building permits, electrical, or signage. Permit fees will not be reimbursed. Work that requires a permit must be inspected and a permit service report showing compliance issued before any reimbursement funding is released. If you require help understanding any permitting requirements, please contact the Business Friendly Edmonton [One-on-One Support Service](#).
- If the deadline for completion is missed, the file will be closed and the grant funding will be reallocated to a different applicant.

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## Application Package

Submit your complete application package to: [storefront.improvement@edmonton.ca](mailto:storefront.improvement@edmonton.ca)

Incomplete applications and those that do not meet the eligibility criteria will not be evaluated or kept on file.

Contact the City's program manager at [storefront.improvement@edmonton.ca](mailto:storefront.improvement@edmonton.ca) or 780-231-2337 if you have questions about the program or how to apply.

Your name, contact information, and project information is collected in accordance with 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act. This information will be used to administer the Storefront Refresh Program. If you have any questions about the collection and use of your personal information, contact the Storefront Refresh Program Manager at 780-231-2337, 9th Floor 10111 104 Ave, Edmonton Alberta T5J 0J4. Please note that the name and location of buildings, building details, building designs, grant amounts, and total costs of projects may be released to various organizations, the media and the public in connection with the Storefront Refresh Program.

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## Part 1: Applicant Information and Building Location

**\*Fill out all fields. Incomplete applications will not be considered or kept on file.**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Legal Name (if different than above)\*: \_\_\_\_\_

*\*This is the name that will be on the grant cheque, if the application is approved.*

Are you the:  property owner  agent of the property owner  tenant

### Where is the building?

Building Address\*\*: \_\_\_\_\_

*\*\*This is the building that will be impacted by the project.*

Business Type (select one):

- Restaurant/Cafe  Retail  Vacant  
 Personal services  Other: \_\_\_\_\_

### Where can we reach you?

Mailing Address\*\*: \_\_\_\_\_ Postal Code: \_\_\_\_\_

*\*\*This is the address that a grant cheque will be mailed to at the end of the project, if the application is approved.*

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### If the applicant is not the property owner, please fill out the following:

Property owner name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**I/we confirm that the property owner has given permission to complete the work described in this application.**

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

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## Part 2: Project Information

Please check the renovation(s) that will be included in your Storefront Refresh & Signage project. Only renovations on this list will be eligible for program funding. If your project includes additional elements not listed on this form, please list them as an attachment.

	Renovation	Additional Information
<input type="checkbox"/>	Adding or refreshing a fascia sign and/or perpendicular sign	See note 1 below
<input type="checkbox"/>	Repainting the front of the building (paint or anti-graffiti coating)	
<input type="checkbox"/>	Reskinning an existing awning or adding a new awning	See note 1 below
<input type="checkbox"/>	Repairing existing steps, landings, or ramps	
<input type="checkbox"/>	Adding or upgrading decorative exterior lights	
<input type="checkbox"/>	Adding new bike racks	See note 2 below
<input type="checkbox"/>	Mural (new or touch-up) - must be on the front of the building	
<input type="checkbox"/>	Adding/replacing accessibility features (ramps, handrails, etc)	
<input type="checkbox"/>	Other: _____ (approved at the Program Manager's discretion)	

1. All new signs and awnings require a sign permit. More information and the application form can be found [here](#). Signs installed without a permit **will not** be reimbursed through the Refresh program.
2. Bike racks must be installed on private property.

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## Part 3: Applicant Declaration

### APPLICANT DECLARATION

I understand that submitting an application package **does not** guarantee funding by way of a Storefront Refresh & Signage Grant. I further certify that:

- 1. I/we have reviewed the Program Guide and I/we understand the conditions attached to the funding;**
2. All information in this application, and in supporting documents, is true and complete to the best of my/our knowledge;
3. If funding is approved, work will be completed in accordance with the terms and conditions of the Refresh & Signage Program Funding Letter provided by the City.
4. I/we acknowledge that it is my/our responsibility to determine whether or not my/our Storefront Refresh & Signage project needs a permit to complete, and to therefore obtain any necessary permits. Reimbursement will not be granted to projects completed without the required permits;
5. I/we understand that all decisions regarding applications are final and cannot be appealed;
6. I/we acknowledge that funding is granted on a first come, first served basis. Submission of an application package does not guarantee grant funding.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name (please print)

**Projects that have started construction before a Refresh & Signage program approval letter is sent are ineligible to receive a grant.**

Contact us today to discuss your project.

Storefront Refresh & Signage Grant program manager

Tel: 780-231-2337

Email: [storefront.improvement@edmonton.ca](mailto:storefront.improvement@edmonton.ca)

[www.edmonton.ca/storefrontimprovement](http://www.edmonton.ca/storefrontimprovement)



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## Map of Business Improvement Areas & Other Council Approved Areas

