

# TOWN OF BRIDGEWATER

## BRIDGEWATER FAÇADE IMPROVEMENT

**POLICY NO: 96**

### PURPOSE

1. It shall be the policy of the Town of Bridgewater to provide grants to improve and beautify public facades of buildings in the Downtown Business District and to have clear terms and conditions for the administration and distribution of funding for all program grants.

### POLICY DETAILS

2. This policy provides the opportunity to assist business and/or property owners to beautify and improve their exterior premises and associated signage within the Downtown Business District, as identified in Appendix "A".
3. Each year, the Town shall advertise any availability of funding for Façade Improvements, under the provisions of this policy.
4. Application deadlines and maximum eligibility amount shall be clearly stated on all advertising and program materials.

### ELIGIBILITY

5. All commercial premises or businesses located within the Downtown Business District are eligible for grant assistance for external for external façade upgrades under the following streams:
  - a. **Façade Improvement Stream**

Funding is available up to \$5,000 with the following cost share(s):

    - i) 25% - Signage (maximum \$500)
    - ii) 50% - Façade Improvements

b. **New Business Stream**

Funding is available for new businesses, up to \$500 with no cost share required.

- i) “New Business”- a business which has, within the last twelve (12) months, entered a commercial lease or has taken legal possession of a new property.

6. Each year, the Town may review its current Façade Improvement Policy to determine if the eligible maximum amount needs to be revised.
7. All rates and taxes from previous years, on any eligible property, must be paid in full before an application for assistance can be considered.
8. Eligible upgrades may include window and door replacement, cladding and trim, lighting, painting, accessibility improvements, and may include associated signage for the business located on any eligible property.
9. The Façade Improvement Program provides guidance and rationale for program administration. This guide and design manual may be reviewed annually by Council or its Heritage Advisory Committee.
10. Applications for the **Façade Improvement Program** are limited to one per property (PID) per fiscal year, excepting:
- a. Corner lots which for which there are two (2) public street facing façades; or
- b. Lots with a side-facing façade, which abut a:
- i) Town-owned property within the Downtown Business District;
- ii) Town-maintained parking lots; or
- iii) Established alleyways, lanes, and pedestrian connections.

- c. In no case shall a property be eligible for more than two (2) applications per fiscal year, regardless of the number of publicly visible façades.

10.1 Applications for the **New Business Stream** are limited to one per property (PID) per fiscal year.

## APPLICATIONS

11. In order to be considered, applications must contain the required information including full budget and requested funding amount.
12. Applications will be reviewed by staff. Funding decisions are made by Town Council.

## PROGRAM BUDGET

13. The budget allowance for this program will be reviewed annually during the Town's budget process and will be subject to the limitations of the overall operating budget.
14. If the total value of applications received exceeds the available funding amount for this program, preference will be given to those projects demonstrating the most positive impact on the Community, as determined by Council.
15. Once approved, the Town may work with the property owner(s), or designate, to ensure the timely execution of all eligible work. Work must be completed by the end of the fiscal year in which it was approved, unless otherwise authorized.

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APPROVED: 12 February 2024      Resolution#: 24-034  
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