



GLENELG SHIRE
RETAIL FAÇADE IMPROVEMENT
PROGRAM

GUIDELINES – ROUND 4
2022

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1. Introduction

The Retail Façade Improvement Program will assist business owners to improve businesses aesthetically, their visibility to customers and ultimately improve the appeal of retail streetscapes within the Glenelg Shire Retail Precincts.

The program provides funds for eligible works that promote the improvement to Retail Façades within the Shire. Grants will be available up to the value of \$5,000. No co-contribution is required.

The Round 4 application period runs from 28 March 2022 until 27 May 2022. Businesses are invited to submit an application for a Retail Façade Improvement Grant via SmartyGrants.

2. Program Details

The Retail Façade Improvement Program creates an incentive for businesses from across the Shire to undertake and complete improvements to their business facades. These projects will create a more interesting, appealing streetscape to attract people and business to the area.

The program is open to any business located in the retail precinct of a town that has a street frontage. Home based or businesses with no street frontage are not eligible. Refer to Appendix 2 for eligible areas.

Applications will be assessed on a case-by-case basis subject to Council approval.

Eligible works

Proposed works must improve the building and enhance the streetscape.

Works eligible for consideration include the following:

- Installation of new business signage
- Painting of façade and elevations visible from streetscape (below and above verandah)
- Repairs or replacement of verandahs
- Cleaning the existing façade and removal of cladding to reveal concealed historic character features
- Removal of redundant signage, air conditioning units and hoardings
- Reinstatement of architectural elements or fabric to the façade of the building (must be based on historic evidence)
- Minor repairs to structural facade elements, awnings or reinstatement of missing elements.
- Installation of new store lighting visible from the street

3. Application Criteria

An application for a grant under this program can only be considered if it meets the following criteria:

- Applications must be for eligible façade improvement works to a building in one of the Shire's retail precincts.
- Where required, a planning permit or building permit must be obtained.
- All previous council grants are to be acquitted prior to applying for a Retail Façade Improvement Grant.
- The following supporting information must be uploaded to the SmartyGrants portal to meet the program eligibility criteria:
 - Scope of works - itemised list of all proposed works
 - Two quotes from local (where practicable) contractors
 - Copy of the Certificate of Title (dated within 3 months of your application), including the title plan/diagram showing any relevant covenants and restrictions. For instructions on how to download a copy of title from Landata [Click Here](#)
 - Current photographs of front elevation (including full height of building), side elevation of building where visible from street and close ups of the building elements affected by the project (as appropriate).

Signage (if applicable) – Refer to Appendix 1:

- Mock-up or plan of proposed signage – must include dimensions of each sign, colours and placement on building.
- For works that include signage, funding for the signage element of the project will be capped at \$2500. Signage can be a maximum of 50% of the total project cost.
- Signage alone will not be considered.

External painting (if applicable) – Refer to Appendix 1:

- Drawing (plan) or photograph of shopfront elevation indicating the colour proposed for each element of the building.
- Paint colour samples / swatches or colour schedule table.

Repair works to reinstate missing building elements or architectural details (if applicable):

- Digital copy of historic photographs of the building showing missing element to be reinstated
- Detailed drawings showing proposed dimensions, materials and finish of proposed element to be reinstated.

4. Application Process

The Round 4 program is open from 28 March 2022 until 27 May 2022.

Property owners or business operators considering making an application are encouraged to discuss their potential project with Council prior to applying.

To discuss the program, please contact Council's Economic Development Unit:

Email: jyoung@glenelg.vic.gov.au

Phone: 03 5522 2270

How to apply

Businesses are invited to apply for a Retail Façade Improvement Grant via SmartyGrants and will be required to upload the relevant supporting information.

Assessment of applications

All applications will be assessed against the eligible works, application criteria and program terms and conditions outlined in these guidelines at the end of the application period.

Council reserves the right to seek further information or clarification of a proposal to facilitate an improved outcome.

An application may be refused if it does not meet the minimum supporting information standards set out in the terms and conditions below.

Terms and Conditions

1. Below is the following mandatory supporting information:

All applications:

- Scope of works - itemised list of all proposed works
- Quote for works
- Copy of the Certificate of Title
- Digital photographs of current building façade and elevations
- Owner's consent (if not the owner)

Where applicable:

- Signage plan
 - Paint colour schedule and placement plan
 - Digital copy of historic photograph showing missing elements to be reinstated and design plan for proposed conservation works.
2. Proposed works to shopfronts within heritage overlay precincts and historic streetscapes must meet the relevant Glenelg Planning Scheme heritage policy.
 3. Where required, a planning permit, building permit or asset protection permit must be obtained and compliance with such permit followed.
 4. Works are to be carried out in accordance with all Council statutory requirements.
 5. The applicant must be the owner or occupier of the building; and / or provide evidence of owner consent.

6. Only one grant application can be lodged per business/individual shopfront.
7. Works are to be undertaken by a local contractor where applicable.
8. Applicants must be able to fund the costs of the works upfront as Council will provide funding at the completion of works. Businesses would be required to provide proof of all purchases and works for reimbursement.
9. Council will not grant funds retrospectively to works completed prior to the approval of the application
10. Council will not provide funds for:
 - a. Operation or administrative costs.
 - b. Business marketing or promotion.
 - c. Any overrun in costs.
11. All council permit fees will be waived for works involved in the program.
12. Approved works are to be completed within twelve months (12) months from the date of the Letter of Offer from Council and to the satisfaction of Council prior to funds being paid.
13. Council will inspect the works undertaken and if they have been completed in accordance with the approved application, funding will be released to the successful applicant.
14. Once the works are completed the applicant is to advise Council in writing that works have been completed. The letter or email must be accompanied by:
 - a. a signed statement confirming that the improvement works have been finalised;
 - b. a tax invoice from the applicant with the licensed contractors' invoice attached showing the payment for the works;
 - c. photos of the new façade/shopfront after the works have been undertaken.

Part payment will not be considered for unfinished works.

15. Recipients will allow Council to photograph the completed project for promotional material if required.

APPENDIX 1

Signage:

- Mock-up or plan of proposed signage – must include dimensions of each sign, colours and placement on building. See figure 1 below.
- Current photographs of the shopfront showing all areas where signage is to be placed eg. below and above verandah, windows, verandah front and sides (as appropriate)

Figure 1. example of a signage plan prepared by a signwriter showing proposed sign design, colours, placement and dimensions



Images courtesy of Portland Signworks



External Painting:

- Drawing (plan) or photograph of shopfront elevation indicating the colour proposed for each element of the building. See figure 2 below.
- Paint colour samples/swatches or colour schedule table. See figure 3 below.
- Current photographs of the shopfront (showing below and above verandah as appropriate) and building elements to be repaired as part of preparatory works for re-painting.

Figure 2. example elevation drawing showing paint colour placement

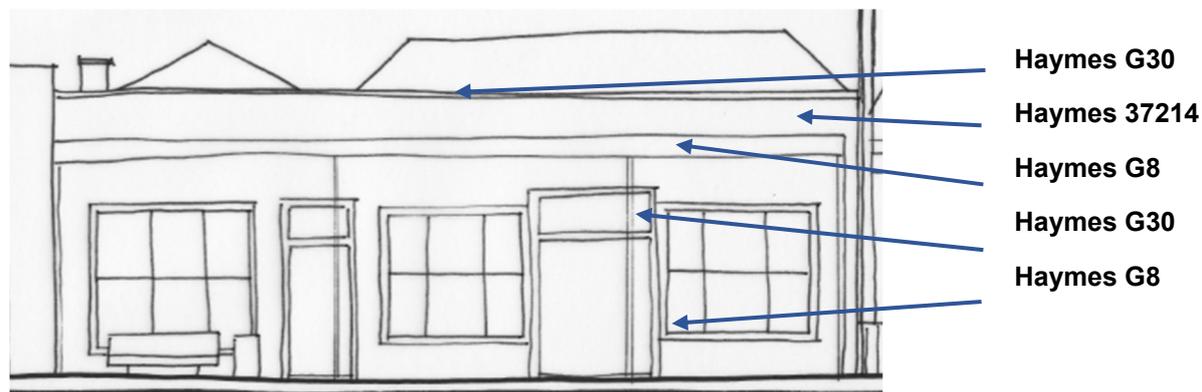


Figure 3. example colour schedule

Building element to be painted	Name, brand and strength of paint	Swatch
Main wall colour	Dulux Grey Green 37214	
Parapet detail	Dulux Crescendo Green G30	
Joinery – timber window & door frames timber doors	Dulux Beige G8	
Verandah posts	Dulux Crescendo Green G30	
Verandah fascia	Dulux Beige G8	

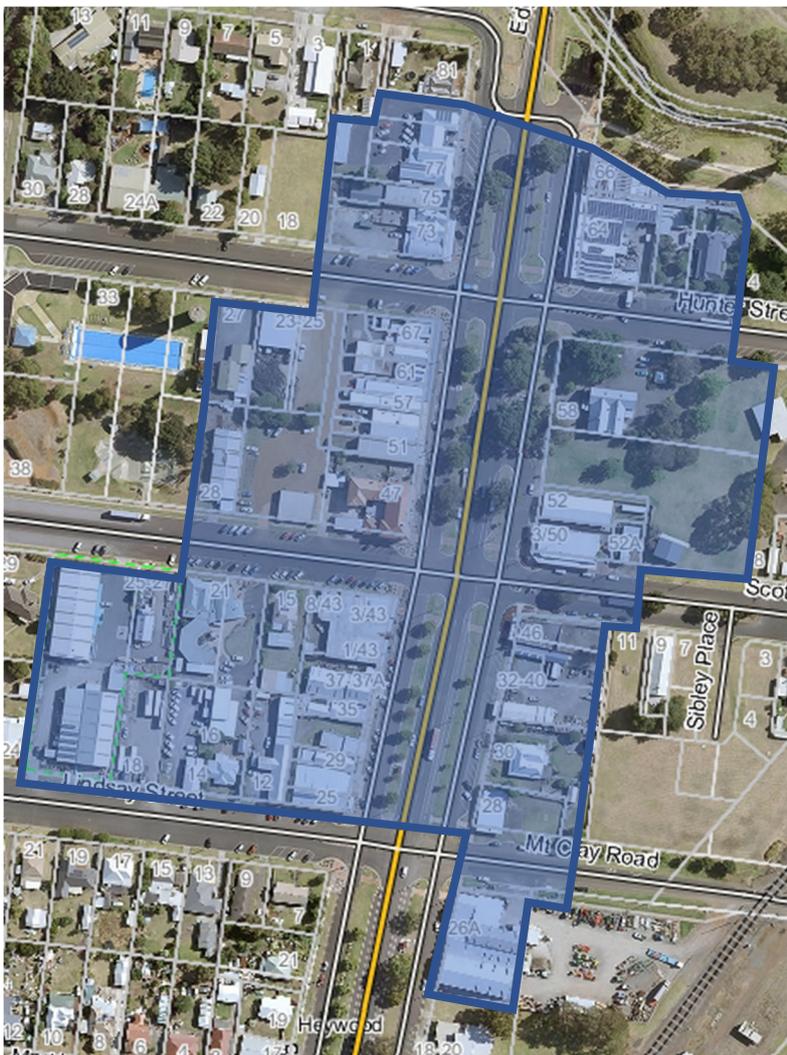
APPENDIX 2 – ELIGIBLE AREAS



Casterton



Dartmoor



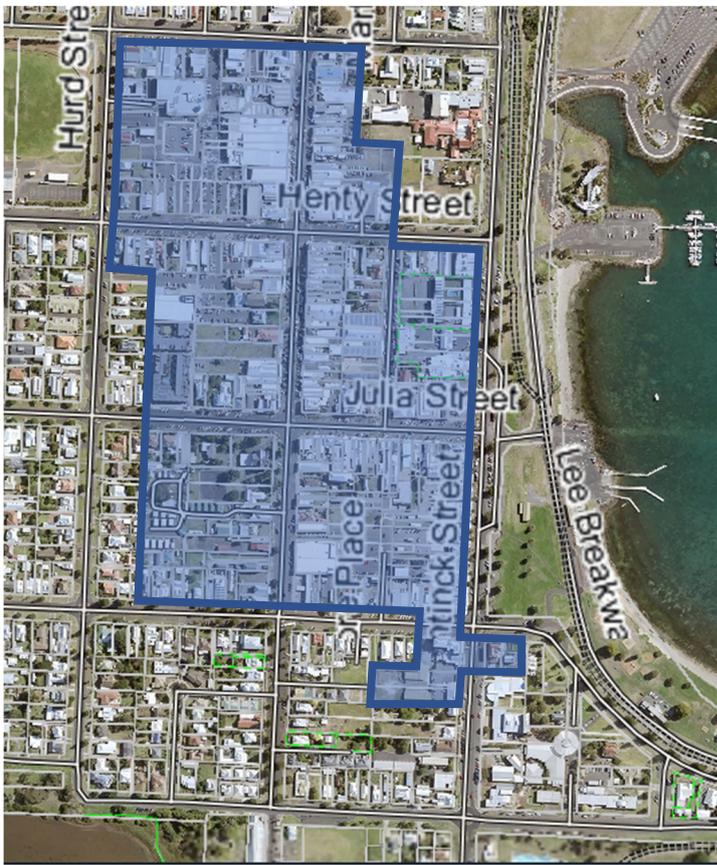
Heywood



Merino



Portland (north)



Portland (CBD)



Portland Barkly Street Precinct