

Activate Cassowary Coast Development Incentives



Façade Improvement Incentive Scheme

July 2018

Policy Number 4.16

Guideline

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Mayor's Message

It's an exciting time for Cassowary Coast region as Cassowary Coast Regional Council puts full focus on economic activation across the region with substantial funds allocated to the new Façade Improvement Incentive Scheme. We are very excited to bring this initiative to the region as we have identified that in today's economic climate, councils cannot just concentrate on rates, roads and rubbish and must be proactive, productive and diversify to create sustainable growth and wealth.

The 2018/19 budget has allocated \$40,000.00 towards the incentive scheme which has been put in place to encourage commercial building owners and business operators to invest in façade renovations and storefront improvements. Improving building facades can positively influence the perception of the Cassowary Coast and create a more inviting and interesting place to live, work, shop, dine, invest and experience. As part of the Façade Improvement Incentive Scheme, building owners and business operators can apply for a grant from Council which will provide funding to contribute to a portion of the renovation costs.

The application process includes criteria such as improvement works being external and visible from the street, and that businesses and licenced tradespeople engaged to undertake the associated building work are local to the region. The subsidies are expected to generate significant work and revenue for local businesses and tradespeople who specialise in facade and shopfront refurbishment. Additionally, the economic benefits generated by the scheme will stay in the Cassowary Coast.

The economic activation of the region is an essential element of the core business of our Council. The benefits of the scheme include increasing property value and tenancy, providing more attractive and welcoming spaces to locals and tourists, increasing foot traffic and civic pride, and promoting and encouraging activation of facades and the heritage of each location.

I invite you to read through the guideline and apply for the scheme if eligible, to help shape the future of the Cassowary Coast.

Yours faithfully



John Kremastos
MAYOR
CASSOWARY COAST REGIONAL COUNCIL

1 Introduction

The objective of the Façade Improvement Incentive Scheme is to work in partnership with commercial property and business owners to revitalise building facades and shopfronts within the following areas:

- **Township Zone - Innisfail Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
- **Township Zone - Tully Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
- **Township Zone - Greater Mission Beach Local Plan:** Tourism Precinct, Business Precinct and Local Business Precinct; or
- **Township Zone - Cardwell Local Plan:** Tourism Precinct and Business Precinct; or
- **Township Zone - Villages Local Plan:** Local Business Precinct; or
- Commercial buildings with frontage to the Bruce Highway or Mourilyan Road; or
- Commercial buildings with frontage to a Tourist Route as identified within the Scenic Amenity Overlay Mapping of the Cassowary Coast Regional Council Planning Scheme 2015.

**Precincts are as identified in the Cassowary Coast Regional Council Planning Scheme 2015*

The scheme is part of the Council's ongoing commitment to revitalise the Cassowary Coast region as a dynamic and vibrant destination that positions the region as a lifestyle, investment and tourist destination.

Council has developed the scheme to work in partnership with commercial property and business owners to facilitate and support the revitalisation of façades. Improving building facades can positively influence the perception of the Cassowary Coast and create a more inviting and interesting place to live, work, shop, dine, invest and experience.

The scheme is aimed at encouraging building owners and business operators to invest in façade renovations and storefront improvements for their building using a grant to cover a portion of renovation costs. Improving façades has been found to positively influence the perception of a place and encourage overall improvement in an area's economy, social and cultural environment, and safety.

The scheme will also ensure that local businesses and licenced tradespeople who specialise in facade and shopfront refurbishment will gain work.

Council's contribution will be in accordance with the funding arrangement outlined in Part 2 of this guideline. As a discretionary scheme, Council reserves the right to approve or refuse applications made under the scheme at its sole discretion. Funding will be allocated on a case-by-case basis subject to Council approval until an allocated budget has been spent or the scheme year has ended.

Applications under the scheme will be assessed by Council against the Assessment Guidelines in section 7 of this guideline. Applications will be ranked based on the assessment criteria and the level of financial support will be provided to the highest ranking applicants. Council reserves the right to seek further information or clarification of a proposal to facilitate an improved outcome. Council may only authorise the approval of the grant funds if the funds are available and within the budget approved by Council. Grants are awarded based on merit and not all applications that meet the assessment guidelines will be funded.

2 Funding

It is a requirement of the Facade Improvement Incentive Scheme Guidelines that Council's contribution is to be matched by the applicant up to a maximum amount as determined below:

- Works under \$1,999.99 (excluding GST) - maximum Council contribution of 50% of the project spend (excluding GST) per applicant.
- Works between \$2,000.00 and \$10,000.00 (excluding GST) – maximum Council contribution of 50% of the project spend (excluding GST) up to a maximum of \$2,000.00 per applicant.
- Works of \$10,001.00 and over – maximum Council contribution of \$3,000.00 (excluding GST) per applicant.

The applicant may wish to, of their own accord, contribute additional funds beyond the matched contribution from Council.

Once approved, applicants will be required to enter into a funding agreement with Council. This agreement will outline the level of funding approved and timeframes for work to be undertaken and completed. The applicant's proposed works are to be carried out as detailed in the approved proposal within four months of signing the letter of agreement.

Funding will be released to the successful applicant once the improvement works have been completed and the following information provided:

- a signed statement confirming that the improvement works have been finalised;
- a tax invoice from the applicant with the licensed contractors' invoice attached showing the payment for the works;
- photos of the old façade/shopfront prior to works being completed;
- photos of the new façade/shopfront after works have been completed;
- consent from the applicant for Council to use the before and after images of the façade/shopfront for commercial purposes; and
- a summary of the works undertaken.

As a discretionary scheme, Council reserves the right to approve or refuse applications made under the scheme at its sole discretion. Funding will be allocated on a case-by-case basis subject to Council approval until an allocated budget has been spent or the scheme year has ended.

It is the applicant's responsibility to obtain any necessary building or planning approvals and to ensure that the chosen contractors are aware that they need to meet all areas of Council compliance and Worksafe Queensland regulations relating to the identification, handling and removal of asbestos products. Replacement or enhancement works of existing structures will not generally require a planning approval, unless the building is heritage listed under the planning

scheme or within state government heritage register. However any new structural work such as awnings will require building approval from Council.

The building owner must have, or be willing and able to obtain, the appropriate insurances (such as public liability insurance), permits, approvals and licences prior to the application being approved by Council.

3 Scope

The scheme applies to existing commercial buildings within the following areas:

- **Township Zone - Innisfail Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
- **Township Zone - Tully Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
- **Township Zone - Greater Mission Beach Local Plan:** Tourism Precinct, Business Precinct and Local Business Precinct; or
- **Township Zone - Cardwell Local Plan:** Tourism Precinct and Business Precinct; or
- **Township Zone - Villages Local Plan:** Local Business Precinct; or
- Commercial buildings with frontage to the Bruce Highway or Mourilyan Road; or
- Commercial buildings with frontage to a Tourist Route as identified within the Scenic Amenity Overlay Mapping of the Cassowary Coast Regional Council Planning Scheme 2015.

**Precincts are as identified in the Cassowary Coast Regional Council Planning Scheme 2015*

The scheme applies to eligible façade improvement works, where the works will be completed within four months of signing the letter of agreement.

4 Eligibility Criteria

To be eligible for the Façade Improvement Scheme:

- The improvements proposed must be visible to the facade of the building and from the street;
- the applicant must show how the project will benefit the building's presentation to the street;
- the building must be located within:
 - **Township Zone - Innisfail Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
 - **Township Zone - Tully Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
 - **Township Zone - Greater Mission Beach Local Plan:** Tourism Precinct, Business Precinct and Local Business Precinct; or
 - **Township Zone - Cardwell Local Plan:** Tourism Precinct and Business Precinct; or
 - **Township Zone - Villages Local Plan:** Local Business Precinct; or
 - Commercial buildings with frontage to the Bruce Highway or Mourilyan Road; or
 - Commercial buildings with frontage to a Tourist Route as identified within the Scenic Amenity Overlay Mapping of the Cassowary Coast Regional Council Planning Scheme 2015.
- the works undertaken must be for eligible façade improvement works;
- the building owner must have, or be willing and able to obtain, the appropriate insurances (such as public liability insurance), permits, approvals and licences prior to the application being approved;
- the building occupier must have, or be willing and able to obtain, the written consent of the property owner if the business owner does not own the building from which they operate;
- the works must be undertaken by local businesses and licensed tradespeople;
- the applicant must provide their matched contribution in cash and not in-kind; and
- the works must be completed within four months of signing the letter of agreement.

Eligible façade improvement works:

All improvement works must be external and visible from the street and may include:

- painting;
- new or improved signage;
- window treatments;
- reinstatement or restoration of architectural, historical and character features;

- treatments that add attractive detail and texture;
- greenery such as vertical gardens and window planter boxes;
- murals and artwork, such as artwork on walls or roller doors;
- lighting;
- removal of redundant items such as signage and hoarding;
- screening of visible plant, equipment and utility hardware; and
- other facade works that may be proposed by an applicant that reflects the intent and purpose of the Facade Improvement Incentive Scheme.

5 Non-Eligibility Criteria

The following is the non-eligibility criteria for the Façade Improvement Scheme:

- a building not located within
 - **Township Zone - Innisfail Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
 - **Township Zone - Tully Local Plan:** Central Business District Precinct and Business Fringe Precinct; or
 - **Township Zone - Greater Mission Beach Local Plan:** Tourism Precinct, Business Precinct and Local Business Precinct; or
 - **Township Zone - Cardwell Local Plan:** Tourism Precinct and Business Precinct; or
 - **Township Zone - Villages Local Plan:** Local Business Precinct; or
 - Commercial buildings with frontage to the Bruce Highway or Mourilyan Road; or
 - Commercial buildings with frontage to a Tourist Route as identified within the Scenic Amenity Overlay Mapping of the Cassowary Coast Regional Council Planning Scheme 2015.
- the building is not defined as a commercial building within part 8 of this guideline;
- a government department or agency;
- a property or business owner that has outstanding debts to the Cassowary Coast Regional Council; and
- a property or business owner that has outstanding compliance issues with the Cassowary Coast Regional Council.

Non eligible façade improvement works:

- internal building works;
- structural changes or works that could impact the structural integrity of the building;
- improvements that commenced or were completed prior to the Façade Improvement Incentive Scheme;
- routine maintenance or cleaning, equipment or consumables;
- purchase of building or property extensions;
- business relocation;
- staffing or operational costs; and
- development applications, licences, permits or other statutory fees.

6 Application Process

The applicant must comply with the following application process:

Council will announce the opening and closing dates of the fund within the first six months of the financial year.

6.1 Stage 1:

The applicant is to obtain three quotes from local businesses and licenced tradespeople which show the breakdown of estimated costs and materials.

6.2 Stage 2:

The applicant is to complete the application form applying for the Façade Improvement Incentive Scheme, the application must be accompanied by:

- three quotes from local businesses and licensed tradespeople which show the breakdown of estimated costs and material;
- evidence that the businesses and licensed tradespeople are locals as defined within part 8 of this guideline;
- a copy of the proposed plans for the works with identification of colours;
- photos of the existing façade/shopfront;
- written consent from the owner of the building to undertake the proposed works;
- any appropriate insurances (such as public liability insurance), permits, approvals and licences; and
- justification against the assessment criteria outlined within section 7 of this guideline.

6.3 Stage 3:

Council will assess the application and identify if any further information is required to assess the application.

6.4 Stage 4:

Applications will be assessed once the fund closes and the applicant will be notified of the outcome of their application within four weeks; and

Council will write to the applicant and advise if the applicant was successful, if the applicant was successful the applicant shall complete the funding agreement prepared by Council and return to Council.

6.5 Stage 5:

The applicant's proposed works are to be carried out as detailed in the approved proposal within four months of signing the letter of agreement.

6.6 Stage 6:

Once the works are completed the applicant is to write to the Chief Executive Officer advising that works have been completed, the letter must be accompanied by:

- a signed statement confirming that the improvement works have been finalised;
- a tax invoice from the applicant with the licensed contractors' invoice attached showing the payment for the works;
- photos of the old façade/shopfront prior to the works being undertaken;
- photos of the new façade/shopfront after the works have been undertaken;
- consent from the applicant for Council to use the before and after images of the façade/shopfront for commercial purposes; and
- a summary of the works undertaken.

6.7 Stage 7:

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 in accordance with the funding arrangement outlined within this guideline.

7 Assessment Criteria

To be eligible for the incentives contained within the scheme, the applicant must demonstrate that the proposed work complies with the criteria listed below (where applicable):

1. The physical appearance of the facade and overall streetscape are improved;
2. The design contributes to the improved safety of the streetscape;
3. The improvements enhance the architectural, character and/or historical features of the building;
4. The improvements exemplify innovation and creative design;
5. The improvements within the Innisfail area significantly contributes to the revitalisation of the area and are in keeping with the surrounding heritage buildings;
6. The improvements within the Tully area significantly contributes to the revitalisation of the area and are in keeping with the surrounding heritage buildings;
7. The improvements within the Cardwell and Greater Mission Beach areas significantly contributes to the revitalisation of these areas; and
8. The improvements for commercial buildings within the Villages Local Plan or with frontage to the Bruce Highway or Mourilyan Road or a Tourist Route as identified within the Scenic Amenity Overlay Mapping of the Cassowary Coast Regional Council Planning Scheme 2015 contributes to the significantly contributes to the economic activation of the Cassowary Coast region.

As a discretionary scheme, Council reserves the right to approve or refuse applications made under the scheme at its sole discretion. Funding will be allocated on a case-by-case basis subject to Council approval until an allocated budget has been spent or the scheme year has ended.

Applications under the Scheme will be assessed by Council against the assessment criteria. Applications will be ranked based on assessment criteria and the level of financial support will be provided to the highest ranking applicants. Council reserves the right to seek further information or clarification of a proposal to facilitate an improved outcome. Council may only authorise the approval of the grant funds if the funds are available and within the budget approved by Council. Grants are awarded based on merit and not all applications that meet the assessment guidelines will be funded.

7.1 Decision

An applicant who has applied for the scheme will be advised in writing of Council's decision in relation to their request.

7.2 Conditions

The applicant must enter into an agreement prepared by Council where the Council will agree to:

- release funding to the successful applicant in accordance with the funding agreement signed by Council and the applicant as outlined within this scheme.

In the event that works are not undertaken in accordance with the timeframes and conditions stipulated within the funding agreement, Council has no obligation to release the funds.

As a discretionary scheme, Council reserves the right to approve or refuse applications made under the scheme at its sole discretion. Funding will be allocated on a case-by-case basis subject to Council approval until an allocated budget has been spent or the scheme year has ended.

7.3 No Appeal

There is no appeal mechanism should Council in its discretion decide not to approve the application.

8 Definitions and Interpretation

Building works - is as defined in the *Planning Act 2016*.

Completed - means the final inspection certificate has been issued for all aspects of the development under the permit where building works have been undertaken. Where building work has not been undertaken, where the person responsible for the works advises council in writing that the works have been completed.

Commercial building - means the building is rated in accordance with items 10-58 Cassowary Coast Regional Council Rating Land Use Category, shown as Table 1.

Council - means the Cassowary Coast Regional Council.

Local businesses and licenced tradespeople – A licenced tradesperson or business that has a physical address within the Cassowary Coast Region.

Non-commercial building - means the building is not rated in accordance with items 10-58 Cassowary Coast Regional Council Rating Land Use Category, shown as Table 1.

References to defined land uses are references to those land uses as defined in the Cassowary Coast Regional Council planning scheme 2015 (Schedule 1) as applicable.

Table 1: Cassowary Coast Regional Council Land Use Codes

| Schedule 1 – Land Use Codes | | |
|--|---|---|
| URBAN LAND USE | INDUSTRIAL | DAIRY CATTLE |
| 01 Vacant Urban Land | 35 General Industry | 68 Milk - quota |
| | 36 Light industry | 69 Milk - no quota |
| RESIDENTIAL | 37 Noxious/ offensive industry (include abattoirs) | 70 Cream |
| 02 Single Unit Dwelling | 38 Advertising-Hoarding | AGRICULTURAL |
| 03 Multi Unit Dwelling (flats) | 39 Harbour Industries | 71 Oil seeds |
| 04 Large Homesite-vacant | 40 Extractive | 72 Large Sub Division |
| 05 Large Homesite-dwelling | | 73 Grains |
| 06 Outbuilding | SPECIAL USES | 74 Turf Farms |
| 07 Guest house/private hotel | | 75 Sugar Cane |
| 08 Building Units (primary use only) | 41 Child care ex k'garten | 76 Tobacco |
| 09 Group Title (primary use only) | 42 Hotel/Tavern | 77 Cotton |
| | 43 Motel | 78 Rice |
| | 44 Nurseries (Plants) | 79 Orchards |
| | 45 Theatres and cinemas | 80 Tropical Fruits |
| RETAIL BUSINESS/COMMERCIAL | 46 Drive in Theatre | 81 Pineapples |
| | 47 Licensed club | 82 Vineyards |
| 10 Combined multi dwg & shops | 48 Sportsclubs/Facilities | 83 Small Crops & fodder irrigated |
| 11 Shop single | 49 Caravan Parks | 84 small crops & fodder non irrigation |
| 12 Shops -group (more than 6 shops) | 50 Other clubs (non business) | |
| 13 Shopping group(2-6 shops) | SPECIAL USES | |
| 14 Shops - main retail (CBD) | | |
| 15 Shops - second retail (fringe central business presence of service industry) | 51 Religious | |
| 16 Drive in shopping centre | 52 Cemeteries (include crematoria) | OTHER RURAL USES |
| 17 Restaurant | 53 Not allocated | |
| 18 Special tourist attractions | 54 State Govt | 85 Pigs |
| 19 Skyways | 55 Library | 86 Horses |
| 20 Marina | 56 Showgrnds, R/course, airfield | 87 Poultry |
| 21 Residential Institution (non medical care) | 57 Parks and gardens | 88 Forestry & Logs |
| 22 Car Parks | 58 Educational include k'garten | 89 Animal Special |
| 23 Retail warehouse | 59 public Schools/Local Government | 90 not allocated |
| 24 Sales area outdoors(dealers,boats,cars) | | 91 Transformers |
| 25 Offices | SHEEP GRAZING | 92 Defence Force Estab |
| 26 Funeral parlours | | 93 Peanuts |
| 27 Hospitals, Conv, Homes (medical care/private) | 60 Sheep grazing - dry | 94 Vacant Rural Land (exc 1 & 4) |
| | 61 Breeding | 95 Reservoir, dam & bore |
| | 62 Not Allocated | |
| | 63 Not Allocated | GENERAL |
| TRANSPORT & STORAGE | | |
| | CATTLE GRAZING | 96 Public Hospital |
| 28 W'house & Bulk Stores | | 97 Welfare home/institutions |
| 29 Transport terminal | 64 Breeding | 98 Coding not relevant |
| 30 Service stations | 65 Breeding & Fattening | 99 Community Protection Ctre |
| 31 Oil depot & refinery | 66 Fattening | |
| 32 Wharves | 67 Goats | |
| 33 Builders yard, contractors, sand & gravel | | |
| 34 Cold Stores – ice works | | |