

NO: R207

COUNCIL DATE: September 17, 2018

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 13, 2018**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **1850-01**  
**General Manager, Finance**

SUBJECT: **Community Enhancement Partnership (CEP) Program Grant Applications –  
Vacant Storefront Project**

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## RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council approve a grant under the Community Enhancement Partnership (CEP) Program of up to \$3,000 to the Downtown Surrey Business Improvement Association for the Vacant Storefront Project.

## INTENT

The intent of this report is to recommend Council award a CEP grant to support the Vacant Storefront Façade Enhancement Project to improve the look of businesses north of 104<sup>th</sup> Avenue and King George Boulevard.

## BACKGROUND

In January 2010, Council adopted the CEP Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood enhancement. Under the CEP Program, residents, businesses, and community groups may apply to the City for a grant under one of these three separate categories:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood.
- **Celebration and Activity Grants**- to support projects that build community relationships through celebration and activity.
- **Façade Enhancement Grants** – enable small businesses or commercial property owners to apply for funding to renovate or improve their building facades.

The CEP Program Guidelines are attached as Appendix “1”.

The community has been notified of this program through stakeholder mail-outs, newspaper ads, press releases, promotional posters at civic facilities, and on the City's website and social media channels. A Grant Selections Committee has been established, with representatives from various departments, and is responsible for assessing grant applications that are received under the CEP Program. Thirty two (32) CEP Program grants have been approved in 2018.

The following sections of this report provide a description and evaluation of an application for a grant under the CEP Program that was recently received by the City.

## **DISCUSSION**

The Downtown Surrey Business Improvement Association has applied for a Façade Enhancement Grant to assist property owners with improving the streetscape in the business area between 104<sup>th</sup> Avenue and 108<sup>th</sup> Avenue along King George Boulevard (Appendix "II"). The presence of vacant storefronts and cracked glass has contributed to an overall unaesthetic appearance which deters potential businesses and customers from the area.

In consultation with the property owners, the proposed pilot project aims to improve the look of businesses north of 104<sup>th</sup> Avenue and King George Boulevard by painting imagery of vibrant storefronts overtop of vacant storefronts. Imagery will be inspired by themes from other cultural businesses in the area. An artist will be engaged to develop and implement the designs for the storefronts. Imagery will be painted directly on the front surface and window coverings of the storefronts. This will serve to mask the unsightly frontage, and add vibrancy and interest to the streetscape examples of storefronts that are proposed are reflected in Appendix "II". A coating of anti-graffiti will also be applied over the paint to prevent vandalism. Removing the visibility of broken windows and the perception that the area lacks safety will encourage pedestrians and customers to visit the area. This will, also, inspire potential businesses to move into vacant areas. This placemaking project will be the first step towards revitalizing the area.

The applicant has applied for a \$3,000 grant to offset the material. The organizers estimate 300+ volunteer hours will be contributed to this project.

Based on a review of the project according to the CEP Program criteria, a grant of up to \$3,000 for the Vacant Storefront Project is considered reasonable, subject to the group submitting photographs documenting the progress and outcomes of the project.

## **FUNDING**

The 2018 CEP Program has a budget of \$45,000. Appendix "III" provides information on the status of funding related to the Community Enhancement Partnership Program based on an assumption that Council will approve the recommendation of this report.

## **SUSTAINABILITY CONSIDERATIONS**

The CEP Program meets the goals of the City's Sustainability Charter 2.0 by encouraging social connections, community pride, volunteerism, community ownership and placemaking at the neighbourhood level. Specifically the initiatives support the following Desired Outcomes (DO) and Strategic Direction's (SD):

- Community Pride and Engagement DO 20: Surrey residents are proud of their community.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve a grant under the CEP Program of up to \$3,000 to the Downtown Surrey Business Improvement Association for the Vacant Storefront Project.

Laurie Cavan  
General Manager  
Parks, Recreation & Culture

Kam Grewal, CPA, CMA  
General Manager  
Finance

Appendix "I": CEP Program Overview and Guidelines

Appendix "II": Project Details and Location

Appendix "III": Status of Community Enhancement Partnership Program Funding

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## Community Enhancement Partnership Program (CEPP) Program Overview and Guidelines

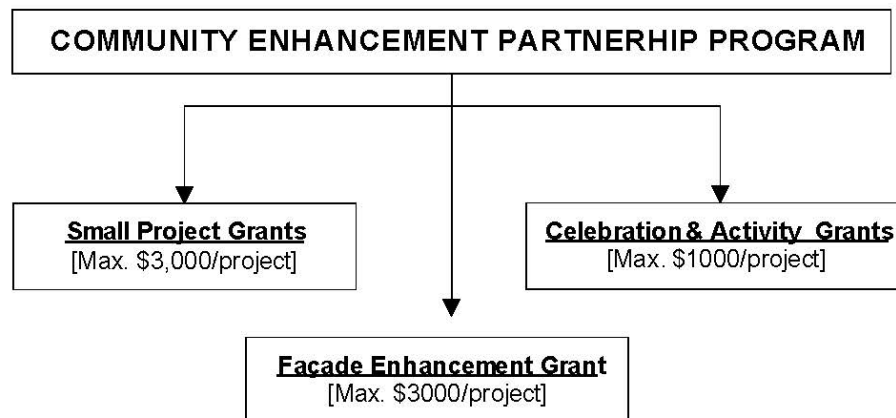
The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces. Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification and place-making projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Grant program is a partnership in which the applicant and the City contribute towards the applicants proposed project. Projects must be completed within twelve (12) months of a grant being awarded.

### FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for building or landscaping beautification projects in targeted areas. All applications must encourage inclusive neighbourhood participation. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- focus on beautifying, celebrating and creating engaging places in Surrey;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support.
- improve the look and feel of City streets

### PROJECT GRANT CATEGORIES



i) **Small Project Grants**

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category.

ii) **Celebration & Activity Grants**

Celebration & Activity grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. As examples, a neighbourhood festival or block party or a neighbourhood improvement campaign would fall under this category. Projects that create opportunities to develop neighbourhood organization and promote community leadership are encouraged. Ideally, the community celebration will ultimately encourage people to get involved in improving their neighbourhood for the long term.

iii) **Façade Enhancement Grants**

Facade Enhancement Grants help to encourage commercial property owners and businesses to invest in their buildings and storefronts through façade renovations. Property owners are urged to renovate, building façades through grants, matching up to 30% of the eligible costs to a maximum of \$3,000. Through the Façade Enhancement Grant Program, property owners and businesses will help to improve the streetscape of the local community, attracting residents, businesses and customers to the area. Façade grants are targeted towards different areas around the City each year.

## **PROJECT MANAGEMENT & RECOGNITION**

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers.

Awarded projects may be subject to inspection by City staff. Annual inspections may be undertaken to monitor maintenance and upkeep of projects.

- Applicants that have failed to undertake or maintain projects, as outlined on submitted applications, may be eliminated from consideration for future City grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

## APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

### Evaluation Criteria

#### Overall Community Enhancement Program Objective

- Project corresponds with the objective to “beautify, animate and celebrate Surrey”.

#### Project Proposal & Feasibility

- Provides a clear description of what the project is and why it is proposed.
- Provides a clear public benefit.
- Is well planned with a realistic timeline and a clear beginning and end.
- Has a reasonable budget.

#### Community Building

- Community contribution is documented, demonstrating broad community participation and support for the project.
- Encourages inclusive community participation and provides opportunity to bring people together.
- Encourages interaction between different groups, such as different cultural groups, tenants, seniors and business owners.
- Encourages collaboration between all age groups, particularly youth and adults.

#### Outcomes

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented.
- Project is designed for low maintenance and the applicant and stakeholders commit to project maintenance, with the majority of maintenance undertaken by the applicant.

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#### Grants will **NOT** be awarded to/for:

- The purpose of private gain.
- Government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out or maintain a project for which a grant was previously awarded.

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#### Grants must **NOT** be used to:

- Duplicate an existing public or private program.
  - Support ongoing programs or services.
  - Replace funding lost from other sources or provide gap funding.
  - Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
  - Purchase land or buildings.
  - Pay for out of City travel expenses.
  - Pay for expenditures or financial commitments made *before* the organization’s grant application was submitted.
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**Example of a Concept Design**  
**Vacant Storefront**



**Concept Design**



## APPENDIX “III”

### Status of Community Enhancement Partnership Program Funding



#### 2018 FINANCIAL PLAN COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 49,928		
<b>2018 Adopted Budget</b>	<b>\$ 45,000</b>		<b>\$ 94,928</b>
<b>Grants Awarded in 2018 (to date)</b>			
1. Country Woods Trail Enhancement	\$	1,500	
2. Crescent Road and King George Boulevard Project	\$	3,000	
3. 129A Street Block Party	\$	500	
4. Harvest Wynde - 75 Avenue Block Party	\$	500	
5. Ocean Park Village Spring Planters Project	\$	1,500	
6. Little Church House Lane Garden Project	\$	275	
7. Rickshaw Sign Façade Enhancement	\$	1,170	
8. Clayton Community Festival	\$	1,000	
9. Whalley's Corners Community Festival	\$	1,000	
10. National Indigenous People's Day Celebration	\$	1,000	
11. UN International Day of Yoga	\$	1,000	
12. 158 Street Oliver Block Party	\$	500	
13. 171A Street Block Party	\$	500	
14. 64A Avenue Block Party	\$	500	
15. Westfield Townhouse Block Party	\$	500	
16. Panorama Neighbourhood Association's Picnic in the Park	\$	1,000	
17. 59A Avenue Block Party	\$	500	
18. Newton East Wall Mural Façade Enhancement Project	\$	3,000	
19. 156A Street and 32 Avenue Improvement Project	\$	3,000	
20. Eat Play Live Well Street Fair	\$	1,000	
21. 70A Avenue Block Party	\$	250	
22. Jedburgh Place	\$	500	
23. 16 Ave Block Party	\$	250	
24. Sequoia Drive Block Party	\$	380	
25. 10th Labyrinth Anniversary Block Party	\$	500	
26. Westpointe Ocean Park Block Party	\$	1,000	
27. 80 Avenue and 161 Street Block Party	\$	500	
28. 2nd Annual Phoenix Society Block Party	\$	500	
29. Thrill the World Surrey	\$	500	
30. Glitter Unicorn Festival	\$	690	
31. Colour Our City	\$	1,000	
32. 85A Avenue and 151 Street Block Party	\$	500	
33. Snenymous (Proposed)	\$	3,000	
34. Ocean Park Community Orchard (Proposed)	\$	2,444	
<b>35. Vacant Storefront (Proposed)</b>	<b>\$</b>	<b>3,000</b>	
<b>Allocations for 2018</b>	<b>\$</b>	<b>37,959</b>	<b>\$ 56,969</b>