



Mackay Pride Facade Improvement Scheme Expressions of Interest Guidelines

Introduction:

Mackay Regional Council has developed the Mackay Pride Facade Improvement Scheme (the scheme) to work in partnership with property owners to revitalise their building facades across the Mackay region. The appearance of your building, your business and the surrounding streets create a powerful first impression of our region. Mackay Regional Council is willing to collaborate with property owners to facilitate upgrades to building facades that will help to revitalise your local streetscape.

The scheme will accept applications from property owners of commercial premises with active street frontages located within designated township and commercial centre. Approved applications must complete all proposed scope of works within four months of signing the letter of agreement.

Deadline for Expressions of Interest

Expressions of Interest are currently being accepted. There is no deadline for the lodgement of an Expression of Interest.

Applications will be assessed and the applicant will be notified of the outcome within two weeks.

Social/Cultural Impacts

Facade improvement has the capacity to enable rapid change for a regions perception as it creates a more social environment and is a highly visible element of a region to passers-by. Building facades and shopfronts immediately affect the perceptions one has of a region. Improvements to facades and streetscape have the capacity to enable rapid change to the liveability factor and how inviting a region feels. Spaces that appear liveable and inviting are proven to stimulate perceptions of safety. As more people feel comfortable entering the area, passive surveillance will increase and further improve safety. The Mackay Pride Facade Improvement Scheme seeks to revitalise and activate buildings within its centres network.

Research suggests that high quality facades and shop fronts encourage people to spend more time in attractive surroundings, and directly and indirectly improve perceptions of safety. Studies from around the world have demonstrated that improved streetscapes have a strong correlation with low vacancy rates.

Principles

Council commits itself to the following principles:

- **Pride** - Creation of positive stakeholder and community pride as well as a sense of broad ownership of the City Centre.
- **Beautification** - Enable and encourage implementation of beautified building facades and other facade improvements that are visible from the public realm.
- **Participation** - Enable property owners and stakeholders the opportunity to contribute actively in the beautification of our city and encouraging others in the vicinity to ensure continuity in improvements.
- **Activation** - Promote and encourage activation of the facades to create a more engaging public realm.
- **Heritage** - Celebrate and recognise the City Centre heritage building facades.
- **Relationships** - Encourage positive relationships with stakeholders to deliver improvement to the City Centre.
- **Accounting and Transparency** - A framework for transparency and a system of accountability.

Requirements of the Scheme

To be eligible for the scheme the following requirements must be achieved:

- Improvements proposed must be to the facade of the building that are visible from the street;
- The applicant must be the building owner or have proof of the building owner's consent to conduct work to the building's facade;
- The applicant must provide their matched contribution in cash and not in-kind;
- The applicant must show how the project will benefit the building's presentation;
- The applicant must file a plan detailing the planned improvements;
- The applicants must submit before photos of the proposed building with completed application;
- The applicant must submit two formal quotes from licensed contractors for same works;
- Heritage listed buildings will require planning approval through Council;
- All work being carried out must have the required permits and approvals through Council;
- Key active frontages mean that the premises have street orientated development, meaning buildings are built up to the front property boundary to form a traditional 'main street' character.

Detail the Project

You will need the following supporting information/documentation for your proposal:

Description - A clear description stating what proposed works will be undertaken.

Quotes - Obtain a minimum of two quotes for facade works (quotes from a licensed contractor).

Colour Scheme - Where the application is proposing painting of the building, a colour scheme is required to be submitted. If the original colour scheme has not been retained, the proposal needs to be complimentary to the City Centre colour palette and the buildings surroundings.

Photographs - Photographs of the building's current facade, each elevation and close-ups of the area affected by the project is required. Successful applicants will be required to take progression photos and final completed work shots in the same locations.

Heritage - If your building is Heritage Listed, you may be required to undertake a heritage or cultural study of your building. Applicants will need to provide evidence of the buildings heritage status. You will be required to submit historical photographs of the building facade. Some information may be found in Council's 'Conserving Heritage Houses in the Mackay Region' and 'Art Deco in Mackay' documents as well as the Dudley Denny City Library.

Assessment of the Applications

Applications under the Scheme will be assessed by Council against the Assessment Guidelines. 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.

Terms and Conditions

- Applications for, and approval of, funds under the Scheme must be made prior to the project commencing.
- Applications will be assessed against the Scheme Guidelines, at Council's absolute discretion, and all applications may not be successful.
- Council will not grant funds retrospectively to works completed prior to the approval of an application.
- Council will not provide funds for operational or administrative costs related to the project.
- Grants will not pay for business marketing or promotion.
- Council will not provide grant funds for capital expenses (for example ladders, gurneys, scaffolding and safety barriers). Hiring of equipment is permitted when directly related to the project.
- Applicants must be able to fund the costs of the works up front as Council will provide its share of the funding at the completion of works.
- Applications will not be accepted for projects that have already received previous Facade Improvement Scheme grant funding from Council.

Council Planning Requirements

It is the applicant's responsibility to obtain any necessary building or planning permit and to ensure that 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. However, any new structures such as adding an awning to your building will require planning approval. For further information please visit: www.mackay.qld.gov.au/business/planning_and_development/new_planning_schemes.

Level of Funding Available

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

- Under \$1,999.00 (ex GST) - maximum rebate of 50% of the project spend (ex GST) per applicant.
- Up to \$10,000.00 (ex GST) – maximum rebate of \$2,000.00 (ex GST) per applicant.
- \$10,001.00 and over (ex GST) – maximum rebate of \$3,000.00 (ex GST) per applicant.

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

Once approved, applicants will be required to enter into a funding agreement with Council. This agreement will outline the level of funding approved and the timeframes for work to be undertaken and completed. You will also be required to submit an outcome report within three months of your projects completion.

Funding will be released to the successful applicant once the following has been completed:

- The improvement works have been finalised, and
- A tax invoice from the applicant is provided with the licensed contractors' invoice attached showing the payment for the works; and
- Photographs showing the before and after facade improvement are received.

Timing of the Projects

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.

Notification of Successful/Unsuccessful Applications

Council will notify both successful and unsuccessful applicants the outcome of their application in writing within two weeks of receiving the application.

How to Apply

Property owners considering making an application under the Facade Improvement Scheme are encouraged to discuss their potential project with the Economic Development Officer prior to submitting an application. Property owners are also encouraged to seek professional advice from suitably qualified architects or designers to assist with the development of the proposed improvements.

Please complete an Expression of Interest, complete with supporting documentation, via the link on the Mackay Regional Council website or by entering: <https://mackay.smartygrants.com.au/> and selecting the Mackay City Centre Facade Improvement Scheme option.