

CAMPBELLTOWN

Campbelltown City Council
Street Appeal Grant Program
Program Outline

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1. Purpose

The Street Appeal Grant Program provides an opportunity for commercial building owners or local business operators located in the Campbelltown and Ingleburn CBDs to undertake shopfront improvements to improve the outdoor appearance and ambiance of their business.

2. Objective

To improve the aesthetics of shop fronts and outdoor trading areas within the Campbelltown and Ingleburn CBDs in order to enhance the experience of visitors and customers and increase the vibrancy of both city centres.

3. Grant Funding

Council will provide a maximum of up to \$2,000 (exclusive of GST) grant funding per business towards the cost of façade or outdoor trading area improvements for ground floor businesses located in the outlined areas of the Campbelltown and Ingleburn CBDs.

Funding will be paid to successful applicants when the proposed works or goods have been completed or purchased.

A maximum of 40 applicants will be successful for the Street Appeal Grant.

3.1. Grant eligibility

Eligible businesses in the Ingleburn CBD* must be ground floor businesses located on Oxford Road, Ingleburn Road, Carlisle Street, Nardoo Street, and Macquarie Street.

Eligible businesses in the Campbelltown CBD* must be ground floor businesses located on Queen Street, Patrick Street, Lithgow Street, Dumaresq Street, and Allman Street.

Businesses located within shopping arcades are eligible for the grant funding, but must not be located in a shopping centre.

Only one grant application may be lodged per business operator.

* Recipients of the Street Appeal Grant in 2021 are eligible to re-apply, however priority will be given to new applicants.

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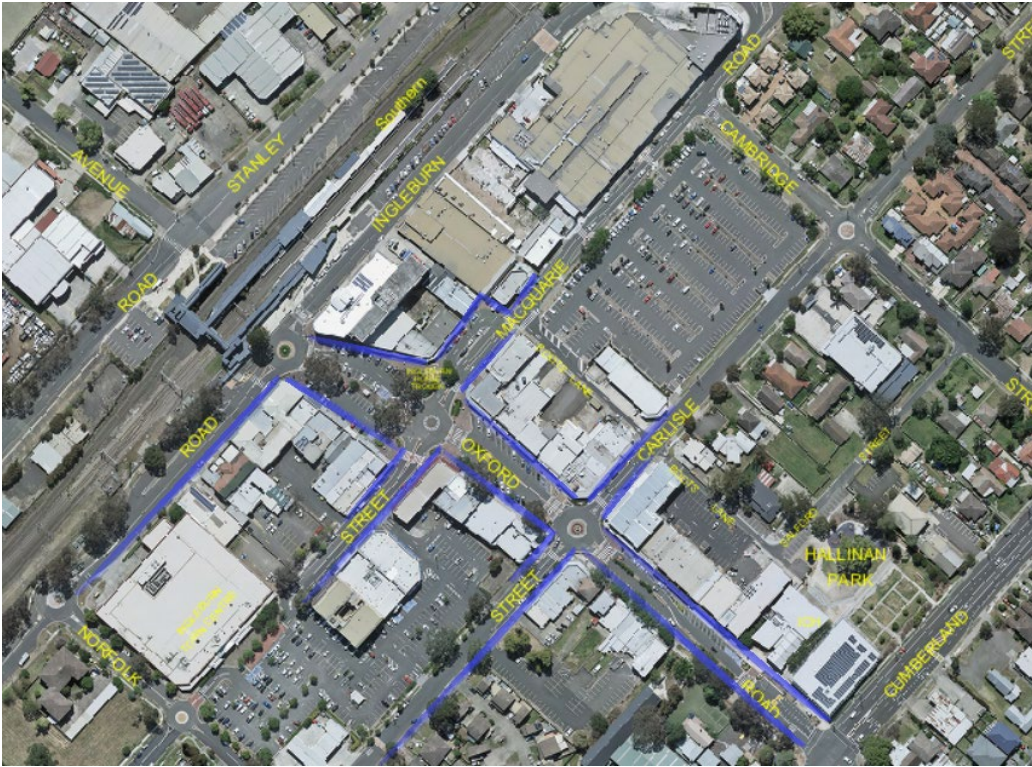


Figure 1: Eligible locations in the Ingleburn CBD highlighted in blue on the above map.

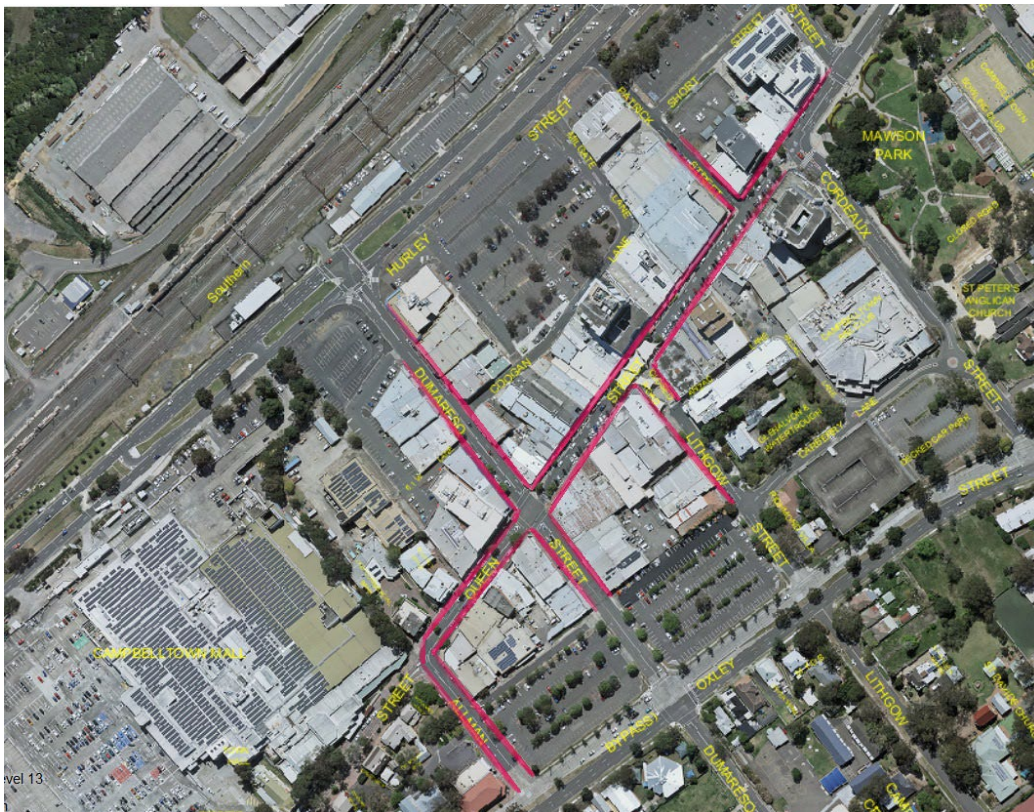


Figure 2: Eligible locations in the Campbelltown CBD highlighted in pink on the above map.

4. Grant Process

4.1. Grant overview



4.1.1. Grant timeline



4.2. Application Requirements

The grant application must include:

- A grant application form
- A current quote from a registered and licensed contractor or supplier
- Public liability insurance that has a minimum coverage of \$20 million
- A current photo of the shopfront façade or outdoor trading area
- Written consent from the building owner or strata management for the project to proceed
- A statement of attendance from a NSW Business Connect Advisor

On completion of the project, successful grant recipients will need to complete the following as part of their acquittal process:

- Grant acquittal form
- Digital photo of the shopfront façade and/or outdoor trading area which includes before and after images of the improvement works that have been carried out
- Receipt from contractor or supplier indicating that the work has been completed, or goods have been purchased, and any invoices have been paid in full

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- Confirmation that the work has been completed within the timeframe identified in the signed funding approval.

4.3. Application Assessment

All applications will be reviewed by an Assessment Panel.

Applications will be assessed against a criteria, which is listed in 4.4. *Application Criteria*.

4.4. Application Criteria

Criteria	Weighting
<p>Project content</p> <p>Must include:</p> <ul style="list-style-type: none"> ➤ Proposed project timeline ➤ Explanation of desired improvements ➤ Professional plans ➤ Current photos 	70%
<p>Project cost</p> <ul style="list-style-type: none"> ➤ Inclusion of quotes ➤ Detailed budget plan ➤ Capacity to cover both expected and unexpected costs ➤ List of all financial assistance currently received by business 	20%
<p>Supporting local trades business</p> <ul style="list-style-type: none"> ➤ Extra weighting will be appointed to grants that use local trade services to undertake the proposed improvement works. 	10%

Assessment of the applications will be made according to the criteria outlined above.

5. Use of Funding

5.1. Eligible use of funds

- Works that improve the external façade of the business or enhance the ambience of the outdoor trading area
 - Painting of walls, doors or windows
 - Signage improvements
 - Repair or replacement of wall tiles
 - Window upgrades (frosting, replacement, etc.)
 - Lighting that improves appearance or security
 - Removal of existing cladding
 - Update of alfresco furniture and planter boxes
 - Upgrades to existing awning (cosmetic work only, replacement or structural work will require a Development Application and is therefore not valid)

- External displays of merchandise and business promotion proposals will be reviewed by Council based on their merit and contribution to the positive enhancement of the streetscape
- Outdoor dining proposals will be reviewed by Council based on their merit and positive contribution to street enlivenment
- Repair works to improve physical appearance of the façade
 - Repair of existing signage or awning (cosmetic work only, replacement or structural work will require a Development Consent and is therefore not valid)
 - Repair of window or doors
- Works that enhance the security outside the shopfront

5.2. Ineligible use of funds

Grant funding cannot be used for:

- Any works outside of the business existing conditions of consent
- Works which require consent under a Development Consent
- Works that have already commenced, or have been completed prior to grant application
- Administrative, staffing or business operation costs
- Routine maintenance or interior work (e.g. cleaning of gutters, carpet cleaning)
- External shutters, security grilles, security glazing and other security devices (e.g. CCTV)
- Any premises that are not located in the eligible area
- Any premises that are not ground floor
- Marketing or promotion costs
- Capital purchases for internal operation or internal fit outs (unless it is directly linked to the construction of the façade improvement)
- Furniture or products for interior decoration
- The purchase of A-frame signage, pull-up banners, banner flags or any other type of promotional banner or flag.
- Replacement or new installation of roller shutters over doors or window.

6. Requirements

6.1. Liability

The grant recipient is responsible to ensure that the project work is on schedule, and that all works are completed by 31 October 2022.

Council will not be liable for any injuries, damages or claims that may arise as a result of the project works. The building owner, or tenant, will be responsible for any potential issues that may arise in relation to the works, design or contracts associated with the upgrades carried out at the work site.

Public liability insurance (minimum coverage of \$20 million) is required to be submitted to ensure there is adequate coverage to account for any potential incidents that may arise.

7.2. Promotion

Council has the right to create promotional activities and materials that contain the grant recipients and their respective businesses. These will be used to highlight the outcomes achieved by the business owners and showcase the success that was brought by the Street Appeal grant program.

Business owners do not have to participate in every promotional activity or material, but make their best effort to comply per Council's requests.

7. Terms and Conditions

Grant recipients are required to adhere by the following terms and conditions:

1. Grant funding is only available for business operators, or property owners who lease to a business operator. Only one grant application may be lodged per building owner or business operator. Recipients of the Street Appeal Grant in 2021 are not eligible to re-apply.
2. Proposed façade improvements must align with the guidelines set out on *Campbelltown (Sustainable City) Development Control Plan 2015* for commercial developments.
3. Proposed improvements to the outdoor trading or outdoor dining area must comply with the guidelines set out in the *Campbelltown Street Trading Policy*.
4. Grant applicants are encouraged to utilise local tradespeople or contractors for all works for the project, with the use of quality materials. Extra weighting in the assessment of applications will be applied to those who use local tradespeople. All tradesperson(s) and contractors must be licensed and have necessary public liability insurance.
5. Grant applicants are required to have adequate public liability insurance coverage (minimum \$20 million coverage).
6. Council will not fund projects that requires major construction or a Development Application.
7. Council will only fund projects that are associated with businesses and business activities that have the prior consent and/or approval (as applicable) of Council. We will not provide funding to businesses or activities that are operating illegally or without consent/approval of Council.
8. Applicants must provide a current quote as part of their application, and must attach it to their grant application.
9. Any additional labour contributed by either the landowner, or the tenant, will not be funded. Funding can only be used for works that are carried out by contractors who have provided a quotation.
10. Any additional costs arising from the works to improve the business shopfront will not be the responsibility of Council, and additional funds will not be granted beyond what has been approved from assessment of the initial grant application.
11. On completion of the works outlining the shopfront improvements, Council will conduct a site visit and review the works carried out to ensure the workmanship is up to par, and for verification purposes.
12. To ensure fairness, all grant applications will be assessed by an assessment panel consisting of a mixture of Council representatives and the Business Development Centre Macarthur board members.
13. Council reserves the right to reject grant applications if there is any outstanding form of debt or charge owed to Council by either the business owner, or the landowner.
14. The applicant is responsible to ensure that they have adequate public liability insurance, and to ensure that any contractors, or tradespeople they employ to undertake work on the

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site, also have relevant public liability insurance. Council will not be liable for any loss, injuries, or damages, to the contractors who are carrying out construction improvements to the project site.

15. The applicant shall be responsible for rectifying any damage caused to public property or public land (footpaths, roads, reserves).

16. Proposed works or goods outlined in grant proposals must be purchased or completed by the acquittal date outlined in this document.

17. Improvements to the façade or outdoor trading areas must only be done to the ground floor businesses located within the precincts identified in this document.

18. Any major unauthorised works undertaken, that has not been listed clearly on the project details or has received Council approval, will be reviewed by Council and fines may be applicable.

19. Grant funding will be paid to recipients by EFT following successful receipt of the grant funding agreement.

20. Business owners must provide their consent for photographs to be taken of their business shopfront to showcase the improvements made as a result of their participation in the grant program.

21. Grant applicants must register through the NSW Business Connect program to organise and attend a free 1-on-1 session with a Business Connect advisor prior to submitting a Street Appeal Grant Program application. A certificate of attendance, provided upon completion of the session, must be submitted as part of the application.