

COUNCIL POLICY



Policy Name: **Façade and Capital Enhancement Grant Policy**

Department Name: Planning and Economic Development

Effective Date: September 14, 2026

Next revision date: 3 years

Purpose and Objectives

To provide matching grants to commercial and mixed-use property owners and business tenants within a designated program area to support storefront and building improvements that enhance the safety, vitality, accessibility, and visual appeal, supporting business retention and attracting businesses and visitors.

The policy establishes the overarching framework for the Façade and Capital Enhancement (FACE) Grant Program (the "Program").

General Principles

1) Definitions

- a. "Agreement" means the agreement between the Recipient and the Municipality that sets out the terms and conditions for participating in the Program.
- b. "Applicant" means the Landowner or authorized tenant or agent who submits an application.
- c. "Design Committee" means a body that reviews, evaluates and provides recommendations on the design aspects of the applications to ensure they meet the intent of the goals and objectives of the Program. The committee will decide on the successful Grant Recipients.
- d. "Capital Improvement" means a permanent improvement that represents a long-term investment in a building by enhancing its value, extending its useful life, or adapting it to new uses. Under the FACE Program, eligible capital improvements may include exterior storefront or building upgrades, interior reconfiguration to include additional units, murals or public art. Capital improvements are permanent in nature and do not include routine maintenance or minor repairs.
- e. "City" means the City of Leduc, a body corporate represented by the current elected Council and personnel authorized to implement this policy, including the Grant Coordinator and Design Committee.
- f. "Grant" means a transfer of monies from the Municipality to a Recipient for a project or purpose according to the requirements outlined in the Policy.
- g. "Grant Coordinator" means the designated staff liaison to the Applicant in support of the Grant application process. The Grant Coordinator receives the application, preparing documentation, and coordinating the signing of the Agreement and any subsequent amendments required.
- h. "Procedure" means the administrative procedure of which will guide the implementation of this Program, and of which may be amended from time to time.
- i. "Program Guideline" means a document(s) that provides an overview of the Program and Grants, and sets out eligibility, application and assessment processes, and design standards, where applicable, to guide Applicants through the application process.
- j. "Recipient" means an Applicant that is approved by the City to receive a Grant.

2) Responsibilities

- a. "Council" to:
 - i. Approve by resolution this policy and future amendments as Council sees fit.
- b. "CAO" shall:
 - i. Ensure that the policy is implemented and brought to Council for review as required.
 - ii. Appoint the Design Committee Members as detailed in the associated Procedure.
 - iii. Appoint the Grant Coordinator as detailed in the associated Procedure.
- c. "Design Committee", as detailed in the associated Procedure to:
 - i. Evaluate and decide on the successful Grant Recipients.
 - ii. Provide recommendations on the design aspects of the applications to ensure they meet the intent of the goals and objectives of the policy and program.
- d. "Grant Coordinator", as detailed in the associated Procedure to:
 - i. Act as the liaison with the Applicants and a supporting resource as needed for the application process.
 - ii. Receive the applications and prepare the information for the Design Committee's consideration.
 - iii. Inform the Applicants of the Design Committee's decision regarding their application, and if successful, coordinate the signing of the Agreement.

3) Policy

a) Façade and Capital Enhancement Program

- i) The FACE Program is a voluntary incentive program, with the Municipality providing individual matching grants and design and planning guidance to commercial and mixed-use property owners and business tenants wishing to upgrade and visually enhance their façade or building in the form of a Capital Improvement.
- ii) The designated program area is within the Urban Centre, as shown in Schedule A.
- iii) Detailed procedures, eligibility criteria, evaluations, and administrative requirements for the FACE Program are set out in the FACE Grant Program Guideline and Procedure as amended from time to time. The Program Guideline and Procedure will specify the minimum standards for submission and document quality. In the event of any inconsistency, this Policy prevails.
- iv) The Grant incentive is up to 50% matching reimbursement for the eligible works incurred upon the completion of the project, of which are described in the Program Guideline and Procedure, and of which include the Grant levels of: Storefront Improvements, Simple Facade Improvements, and Comprehensive Facade Improvements.
- v) Up to a maximum of 15% of the total Grant incentive may be applied to project-related "soft costs", including professional architectural and/or design services, construction project management, and other related consultant services. These costs will be reimbursed upon the successful completion of the project.

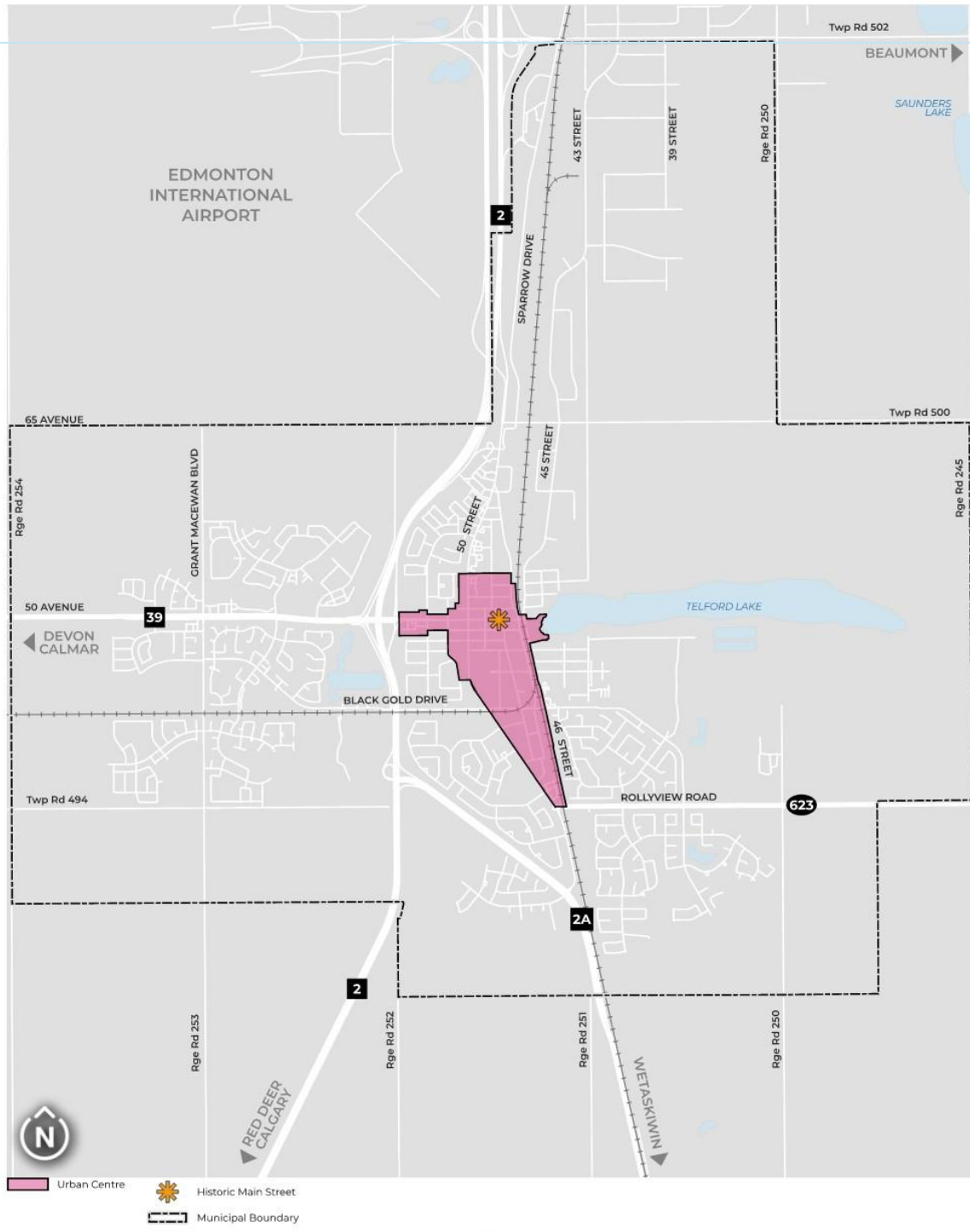
b) Participation

- i) Participation in the Façade and Capital Enhancement Grant Program does not guarantee all necessary permits for the proposed project will be approved.
- ii) The Municipality may close the Program to new applications at any time without notice.

c) Municipal Controls

- i) The City may close the Program to new applications at any time without notice.
- ii) The City may terminate the Program at any time without notice and is subject to funding availability.
- iii) The City reserves the right to determine Applicant participation in the Program, through this Policy, the Administrative Procedure, the Program Guideline and the scoring therein, on a case-by-case basis, and the location of the proposed Improvements within the Urban Centre will determine eligibility.
- iv) The City may require Applicants to participate in meetings and meet additional requirements not set in this Policy, Administrative Procedure, or any other documents associated with this Policy.
- v) Grant funding is provided to successful Applicants, subject to the availability of Program funding approved by Council.

Schedule A





Approval

The Policy was approved by Council. It will be reviewed no later than its next Revision Date to determine its effectiveness and appropriateness. It may be assessed before that time as necessary.

“Original Signed”

Mayor

“Original Signed”

City Clerk

September 14, 2026

Date

Supporting References and Position Responsible

Legal References:	N/A
Cross / Related References:	City of Leduc Municipal Development Plan 2020 Economic Development Strategy and Action Plan 2025-2029 City of Leduc Urban Centre Redevelopment Plan Urban Centre Implementation Plan 2025 Cultural Strategy 2021-2025
Position Responsible:	Economic Development Manager, Planning and Economic Development Department

Revision History

Date	Action	Description
2026-09-14	New Council Policy	New Council Policy