

Growing the Cassowary Coast – Shopfront Improvement Incentive Scheme

Policy Type	Council
Function	Development and Environment
Policy Owner	Economic Development
Effective date	27 June 2024

1. Purpose

The aim of this policy is to work in partnership with commercial property and business owners to revitalise building façades and shopfronts throughout the region.

The Growing the Cassowary Coast Incentive Scheme Policy is part of the Council’s ongoing commitment to the regions 2033 Growing Stronger Together, Economic Strategies goals. Focused on creating an Attractive place to Invest and Do Business and growing vibrant and prosperous communities across the region.

Council has developed the Growing the Cassowary Coast Incentive Scheme Policy to work in partnership with commercial property and business owners to facilitate and support the revitalisation of shopfronts. Improving shopfronts 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 Growing the Cassowary Coast Scheme is aimed at encouraging building owners and business operators to invest in shopfront renovations and improvements for their building, using a grant to cover a portion of renovation costs. The scheme will also ensure that local businesses, and licenced tradespeople will gain work.

Council’s contribution will be in accordance with the funding arrangement outlined in Section 4.1 of this policy.

As a discretionary scheme, Council reserves the right to approve or refuse applications made under the policy at its sole discretion. Funding will be allocated through funding rounds and will undergo an assessment to be 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 an assessment panel against the Assessment Guidelines in accordance with Section 4 of this policy. 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.

2. Scope

This policy applies to existing commercial buildings within the areas outlined in the eligibility criteria and eligible works, where the works will be completed within six months of signing the letter of agreement.

3. Definitions

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 of the Cassowary Coast Regional Council Rating Land Use Category, shown as Schedule 1.

Council - means the Cassowary Coast Regional Council.

Local businesses and licensed tradespeople – A licensed 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 of the Cassowary Coast Regional Council Rating Land Use Category, shown as Schedule 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.

4. Procedure

4.1 Funding Arrangement

It is a requirement of the Growing the Cassowary Coast Scheme Policy is that Council's contribution is to be matched dollar for dollar by the applicant up to a maximum Council contribution amount of \$5,000.00.

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

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

Funding will be released to the successful applicant once the agreement has been executed. At the completion of the works the following information is to be provided:

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

If the requirements of the funding agreement are not met within the specified timeframes, the applicant shall return the funds to council in full within 2 weeks of the expiration of the agreement.

As a discretionary scheme, Council reserves the right to approve or refuse applications made under the policy at its sole discretion.

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 under the planning scheme or within State Government Heritage Register. However, any new structural work such as awnings will require building approval from Council or a private building certifier.

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

4.2 Eligibility criteria:

To be eligible for the Shopfront Improvement Scheme:

1. The improvements proposed must be visible to the façade of the building and from the street;
2. The applicant must show how the project will benefit the buildings presentation to the street;
3. The building must be located within:
 - a) Township Zone, Innisfail Local Plan, Central Business District Precinct and Business Fringe Precinct as identified within the Cassowary Coast Regional Council Planning Scheme 2015; or
 - b) Township Zone, Tully Local Plan, Central Business District Precinct and Business Fringe Precinct as identified within the Cassowary Coast Regional Council Planning Scheme 2015; or
 - c) Township Zone, Greater Mission Beach Local Plan, Tourism Precinct, Business Precinct and Local Business Precinct as identified within the Cassowary Coast Regional Council Planning Scheme 2015; or
 - d) Township Zone, Cardwell Local Plan; Tourism Precinct and Business Precinct as identified within the Cassowary Coast Regional Council Planning Scheme 2015; or
 - e) Township Zone, Villages Local Plan; Local Business Precinct as identified within the Cassowary Coast Regional Council Planning Scheme 2015; or
 - f) Commercial buildings with frontage to the Bruce Highway or with frontage to a Tourist Route as identified within the Scenic Amenity Overlay Mapping of the Cassowary Coast Regional Council Planning Scheme 2015.
4. The works undertaken must be for eligible shopfront improvement works;
5. 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;
6. 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;
7. The works must be undertaken by local businesses and licensed trades people;
8. The applicant must provide their matched contribution in cash and not in-kind; and
9. The works must be completed within six months of signing the letter of agreement.

4.3 Eligible improvement works:

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

1. Improvements to branding/ advertising;
2. Adding external materials, treatments that provide attractive detail;
3. Improving accessibility;
4. Window treatments;
5. Repair, replacement or new awnings;
6. Improvements to under awnings;
7. Adding greening elements, green walls, window boxes;
8. Improvements of frontages that interact with the street;
9. Preservation of internal features in publicly visible areas;
10. Internal and external display lighting;
11. Cleaning
12. Painting
13. Landscaping
14. Other shopfront improvement works proposed by an applicant that reflects the intent and purpose of the Shopfront Improvement scheme.

4.4 Policy

Council will develop and implement a Growing the Cassowary Coast, Shopfront Improvement Grants Program and Guidelines providing for:

1. Grant Program as adopted by Council
2. Objectives of Program
3. Grants and grant round dates for Program
4. Eligibility criteria for Program
5. Ineligible criteria for Program
6. Application process for Program
7. Assessment criteria for Program
8. Assessment process for Program
9. Approval and payment process for Program
10. Acquittal requirements and conditions for Program

Council will provide clear guidance and information using plain and inclusive language. Council will continuously review, monitor and evaluate the Shopfront Improvement Program and Guidelines to ensure that the Program supports the achievement of Council's Strategic Goals.

Related forms, policies and procedures	Cassowary Coast Planning Scheme Façade Improvement Scheme Guidelines Façade Improvement Scheme Application form
Relevant legislation	<i>Local Government Act 2009</i> <i>Planning Act 2016</i>
Reference and resources	Cassowary Coast Planning Scheme

Policy Number	20032		
Approved by	Council Resolution LG1750	Approval date	27 June 2024
Review date	27 June 2027		

Schedule 1 – Land Use Codes

Urban Land use	Transport & Storage	Sheep Grazing	General
1 Vacant Urban Land <4000 m2	28 W'House & Bulk Stores	60 Sheep Grz- dry	96 Public hospital
Residential	29 Transport terminal	61 Sheep breeding	97 Welfare home/institution
2 Single unit dwelling <4000 m2	30 Service station	62 Not used	98 Secondary code only (if exclusive use is single dwelling or farming)
3 Multi- unit dwelling (Flats)	31 Oil depot & refinery	63 Not used	
4 Large Home site - vac => 4000 m2	32 Wharves	Cattle Grazing	99 Community Protection Centre
5 Large Home site -dwg => 4000 m2	33 Builders yard, contractors	64 Breeding	
6 Outbuildings	34 Cold stores- ice works	65 Breeding & Fattening	
7 Guest house/private hotel	Industrial	66 Fattening	
8 Building units Primary use only	35 General industry	67 Goats	
9 Group Title Primary use only	36 Light industry	Dairy Cattle	
Retail Business/ Comm	37 Noxious / offensive industry (include Abattoir)	68 Milk- Quota	
10 Comb. multi dwg & shops	38 Advertising- Hoarding	69 Milk- No quota	
11 Shop single	39 Harbour Industries	70 Cream	
12 Shops- group (More than 6 shops)	40 Extractive	Agricultural	
13 Shopping group (2 to 6 shops)	Special Uses	71 Oil seed	
14 Shops- main retail (Central Business Dist)	41 Child care ex k/garten	72 Subdivided land - (LG rates valuation discount)	
15 Shops- Second retail (Fringe central business presence of service ind)	42 Hotel/tavern	73 Grains	
16 Drive in shopping centre	43 Motel	74 Turf Farms	
17 Restaurant	44 Nurseries (Plants)	75 Sugar cane	
18 Special tourist attraction	45 Theatres cinemas	76 Tobacco	
19 Walkway	46 Drive-in Theatre	77 Cotton	
20 Marina	47 Licensed club	78 Rice	
21 Residential Institution (Non-medical care)	48 Sportsclubs/facilities	79 Orchards	
22 Car parks	49 Caravan parks	80 Tropical fruits	
23 Retail Warehouse	50 Other clubs (Non business)	81 Pineapples	
24 Sales area outdoors (Dealers - boats, cars, etc.)	Special Uses	82 Vineyards	
25 Professional offices	51 Religious	83 Small Crops & fodder Irrig	
26 Funeral parlours	52 Cemeteries (Include crematoria)	84 Small crops & fodder – non irrig	
27 Hospitals, conv homes (Medical care)(Private)	53 Secondary code only – Cwth Govt	Other Rural Uses	
	54 Secondary code only – State Gov	85 Pigs	
	55 Library	86 Horses	
	56 S/Gnd, R/course, Airfield	87 Poultry	
	57 Parks, gardens	88 Forestry & Logs	
	58 Educational include K/gtn	89 Animal Special	
	59 Secondary code only – Local Govt	90 Stratum (secondary code only)	
		91 Utilities	
		92 Defence Force Estab	
		93 Peanuts	
		94 Vacant rural land (Excl 01 & 04)	
		95 Reservoir, dams, bores	