



STAFF REPORT

Title: Policy No. 227-RC-23 - Community Beautification Award Policy

Meeting Date: January 24, 2023

Executive Summary:

The City of Cold Lake recognizes that well-maintained neighborhoods contribute to the overall esthetic of a healthy community.

In the 2023 budget deliberations in the fall of 2022, Council approved \$5,000 for community beautification awards. Administration presented a draft policy for feedback at the Corporate Priorities Committee on January 17, 2023. The Committee directed that the policy be brought to a regular meeting of Council for approval.

Background:

In the City of Cold Lake, Cold Lake Communities in Bloom provides recognition of beautiful landscaping focusing on flowers and floral attributes at residential properties. This provides an opportunity for residents to showcase beautiful gardens and landscaping.

The City of Cold Lake has identified that there may be value in initiating an award program that specifically focuses on beautification/improvements to the curbside appeal and property maintenance which improves the overall esthetic of both residential and commercial neighborhoods.

One way to encourage City residents to participate in the projects and activities which help to beautify the residential and commercial properties in the City, is to provide an awards program that recognizes initiatives that contribute to curbside appeal related improvements and beautification of properties.

Examples from across Canada of municipality led initiatives focused on beautification of properties each have unique features and focus:

- City of St Albert has a “Beautification Program” which only supports commercial areas to make the business places look beautiful.
- Lac La Biche County offers a “Rural Beautification Award” program in which award is given annually to one farmstead or an acreage in the County whose owners go above and beyond to make their property look good.
- Town of Edson provides Streetscape Beautification Grant Program which provides business owners an opportunity to beautify their properties.



- Town of Taber offers “Business Beautification Loan Program” which provides an opportunity to apply for a beautification loan for enhance the appearance of the businesses.
- City of Moose Jaw, Saskatchewan
- City of Charlottetown, PEI.

Administration has prepared a unique policy, also utilizing inspiration from programs at the City of Moose Jam and City of Charlottetown that focus on recognizing both residential and commercial property owners/ tenants that improve the visual appeal of the exterior of their properties.

Policy No. 227-RC, Community Beautification Award Policy establishes the parameters of the program. The following are some key points of the policy;

- *A maximum of \$5000 in awards would be distributed in 2023 which will include up to 10 residential properties for \$250 each and 5 commercial properties for \$500 each*
- *Jurisdiction: Qualifying residential or commercial properties must be located within the jurisdiction of the City of Cold Lake*
- *Participation: Any property owner (or renter with the permission of the owner) in the City of Cold Lake who owns/rents a residential or commercial property.*
- *What can be done: Curb Appeal projects: Improvements to property, that increase the curb-side appeal of the property that will qualify include but are not limited to:*
 - *Soffit repair,*
 - *Gutter repair,*
 - *Porch repair,*
 - *Exterior painting,*
 - *Concrete steps and/or walkway,*
 - *Street-side landscaping including front yard work, maintenance and clean up,*
 - *Fence replacements, repair or painting,*
 - *Driveway replacement or improvements,*
 - *Overall exterior work that improves the frontage of the property which can include exterior improvements to buildings, landscape, and moveable property items.*
- *Criteria for award assessment: will consider the total scope of work completed, total cost of work completed to improve curb appeal, overall transformation of improvement (photos of before and after would be required)*
- *Who can nominate: Residents can nominate themselves or others*
- *Participants will be responsible for the expense incurred on the property*



On January 17, 2023, the Corporate Priorities Committee recommended that it be clarified who would be selecting the award winners. As such, Administration revised section 4.8 of the policy to state:

- 4.8 Awards will be determined **by City Council** and winners notified by December 31st.

Alternatives:

Council may wish to consider the following options:

1. Approve Policy No. 227-RC-23, Community Beautification Award Policy, as presented.
2. Accept the report as information.

Recommended Action:

That Council approve Policy No. 227-RC-23, being the Community Beautification Award Policy, as presented.

Budget Implications (Yes or No)

No

Submitted by:

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