

Storefront Improvement Program

The Town of Rocky Mountain House is committed to a vibrant and attractive community. The Storefront Improvement Program encourages businesses and property owners to invest in exterior renovations to non-residential property storefronts by providing matching funds to cover a portion of the eligible costs.

WHO is eligible?

The program is open to any non-residential (commercial or industrial) business tenants or property owners in Rocky Mountain House.

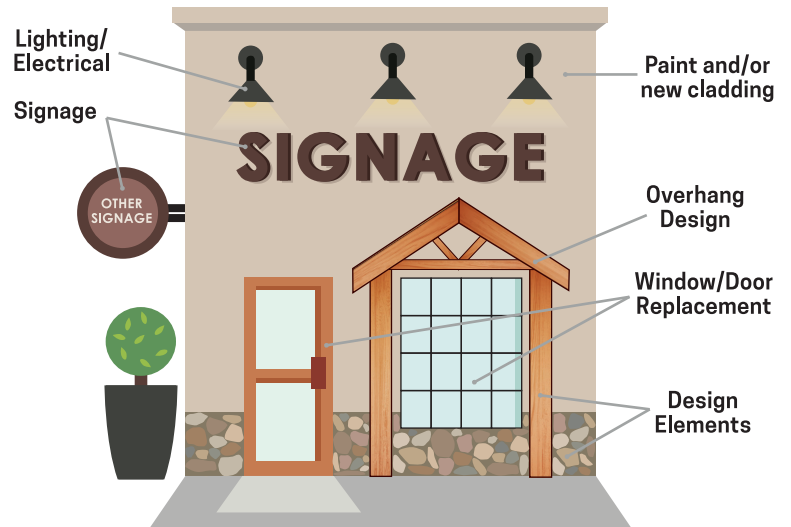
Tenants must have property owner signature for proposed projects.



WHAT is eligible?

Eligible applications must answer yes to all of the following:

- Property enhancements are from road right-of-way.
- 50% of eligible construction costs to a maximum of \$5,000.
- Construction work has not started.
- Project is in compliance with the Town's Architectural Guidelines.
- Project must focus on significant improvements to the exterior facade, examples of possible upgrades that could be combined are:



Program Process



CONTACT US today to discuss your project:
 Phone: 403-847-5260 Email: planningdept@trmh.ca
www.rockymtnhouse.com/p/storefront-improvement



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Tips for a well-designed storefront renovation

1. Does your storefront sell your business?

As a property owner, what kind of tenants do you want to attract? Will your building support the branding and business image of your tenants through architectural style and colours? By drawing potential customers in with an attractive, clear, and coherent exterior, your storefront sets the tone for their shopping experience and can significantly increase foot traffic.

3. Use high-quality materials.

Durability in materials ensures your storefront maintains its allure and functionality over time. Invest in high-quality materials that can withstand weather conditions and heavy usage (shovels, bikes, high traffic, etc.), which will also minimize long-term maintenance costs. Consider including brick, natural stone, metal panels or stucco instead of vinyl or composite materials in high traffic areas.

5. Where is the door?

Make it easy for customers to visit your business. Use colour, lighting, signage, cladding and architectural details to make it obvious where the main entrance(s) are. Visually break up long buildings using colour, texture and materials so you can easily spot individual businesses.

2. Work with professionals.

Hire experienced architects, designers, and contractors who understand your vision and can guide you through the process. Their expertise can ensure your project is completed safely, quickly and in accordance with all regulations, bylaws and processes.

4. Think about signage.

Enhance the visibility of your storefront with clear, readable signage. Consider size, fonts and colours that stand out while remaining accessible. Consider whether you can see your signage when you're standing on the sidewalk. Consider whether you can change the signage if the business tenant changes. Blade signage is easy for pedestrians to see and relatively low cost.

6. Light it right.

Good lighting can make a dramatic difference. It should enhance the colors and features of the storefront, ensuring it is attractive both day and night. Consider different lighting strategies like spotlighting, ambient lighting, or LED accents.



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