

Pilot Shopfront Improvement Grant Program

Creating Great Shopfronts

Adelaide Design Manual Alignment

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What is it?

The Pilot Shopfront Improvement Grant Program encouraged business and property owners to enhance their street appeal by making small improvements to the public façade of their business to create a more welcoming and interesting city experience.

City businesses and property owners located on a number of nominated streets were able to apply for grant funding of between \$1,000 and \$6,000 to cover up to half of the cost of shopfront improvements.

Improvements included repainting an external façade, adding greening, feature lighting or other interesting visual elements and removing clutter like roller shutters or unused signs.

Why was it implemented?

As part of the implementation of the Adelaide Design Manual and the creation of great streets and public spaces throughout the city.

The Shopfront Improvement Grant Program was developed as a small scale, simple and readily accessible funding program that would allow Adelaide City Council to test a more responsive approach to enhancing city streets and unlocking private investment in improvements to building frontages.

The pilot aimed to test the concept with city businesses by focusing on key retail streets including King William, Hindley, Hutt, Melbourne, O'Connell and Rundle Streets as well as Gawler Place.

Project Aims

- o Create improved, vibrant and attractive streetscapes
- o Contribute to improved footfall and patronage for retail streets
- o Contribute to making streets feel safer and more welcoming
- o Implement the guidance of the Adelaide Design Manual Building Interface Guidelines

Project Budget

The \$70,000 in grant funding was allocated to 17 shopfront improvement projects which together represent a total investment in the city of more than \$200,000.

Project Timeline

- o 24 March 2015: Adelaide City Council initiates a pilot Shopfront Improvement Grant Program
- o 25 May 2015: Grant program was opened to applications online and actively promoted via various media coverage and by Adelaide City Council's Enterprise Adelaide team to target streets in the pilot area
- o 3 June 2015: First grant application received from Hey Jupiter in Ebenezer Place
- o 20 July 2015: First shopfront improvement project completed by Harrison Music (neon signage)
- o 23 July 2015: First grant paid to Harrison Music (\$5,427)
- o Early August 2015: \$70,000 in funds fully allocated (in principle) and a wait list created for city businesses with an interest in future funding opportunities



1. Fair Espresso, Market Arcade: Signage, lighting and removal of a window tint

2. UR Cafe, Melbourne Street: Facade painting and window signage



- o March 2016: A total of 10 shopfront improvement projects have been completed and the grants paid. All funds are fully committed and will be paid by 30 June 2016 when a further seven projects (at varying stages of approval) are completed

Response from the Community

The grant program was well-received by city businesses and demand for the grant funds was consistently high.

Adelaide City Council staff are still receiving a large number of weekly enquiries and there is currently over 30 businesses on a wait list for future grant programs of a similar nature.

The high demand for the program was likely to be due to broad eligibility criteria with small scale and relatively low cost projects attracting a lot of interest.

Future Stages

A review of the program in late 2016 will help determine how a future shopfront program might be reshaped to achieve outcomes better aligned with Adelaide City Council's Draft *Strategic Plan*.

Contact

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1. Before - Hey Jupiter, Ebenezer Place
2. After - Hey Jupiter, Ebenezer Place
3. Harrison Music, Grenfell Street: Neon lighting and signage

