

Beautification Program

The beautification program is intended to encourage property owners to undertake projects that improve the overall visual appeal and quality of their building exterior and property. This program is meant to support works such as façade improvement, landscaping, and/or signage installation / repair.

Incentive Options

Construction Costs Matching Grant (Single Façade)

50% of Construction Costs, up to \$15,000

Construction Costs Matching Grant (Multiple Façades)

50% of Construction Costs, up to \$20,000

Professional Fees Matching Grant

50% Professional Fee costs, up to \$1,500

Eligible Areas

Downtown Strathroy

Caradoc Street South Commercial Corridor

High Street Industrial Park

Mount Brydges Commercial Core

Melbourne Commercial Core

Eligible Works

- Enhancement, rehabilitation, restoration, and / or general improvement of one or more building façades
- Works associated with the improvement, rehabilitation, and / or installation of on-site signage
- Installation of new / improvement of permanent landscape elements
- Professional fees for any designs or services reasonably associated with the works above

Eligibility Criteria

1. Only available to non-residential buildings/properties
2. Projects in Downtown Strathroy are subject to the requirements of the Downtown Strathroy Urban Design Guidelines
3. Projects must be directly related to facades and site areas which front onto a public right-of-way/street or other lands open to the public
4. Landscaping works are limited to a maximum of 15% of the calculated grant amount, unless otherwise approved by the Municipality.