



## FACADE IMPROVEMENT GRANT GUIDELINES

### Program Objectives

To develop a visually harmonious downtown, and to encourage downtown businesses and building owners to invest in downtown buildings through a unified design development and review process.

### Program Budget

This program is funded on an annual basis through the City of Waynesboro and the Waynesboro Economic Development Authority. Facade Grant applications are accepted on a rolling basis until annual funds are fully expended.

One grant application can be made for each side of a building facing a public street or improved alleyway, and can be made simultaneously. However, only one approved grant will be paid per 12 months.

### Program Description

The Facade Improvement Grants are reimbursement grants, available for up to 50% of the total project cost, up to a maximum of \$5,000. An applicant may apply for reimbursement for more than one façade when building fronts on more than one street. Only one elevation is eligible in a single fiscal year.

*Rating System:* All application approvals will be based on the attached rating system.

*Qualified Applicant:* Any owner of Enterprise Zone property, or any tenant or prospective tenant having the building owner's written approval.

*Qualified Area:* The downtown area in which buildings are eligible consists of parcels within the Enterprise Sub-zone with a special focus on the Main Street District.

*Qualified Improvements:* External improvement to the property façade such as painting, including walls, windows, doors, awnings, lighting and signage. This includes installations, significant repairs that are part of a larger improvement project, replacements, and cleaning and repointing of masonry.

*Design Assistance:* Contingent on annual funding by the City of Waynesboro, design assistance by a professional design specialist can be requested. To be considered, complete the Request for Design Assistance application form. Please note that this process may take 30-60 days after approval.

*Ineligible Actions:* Signs, no LED signs will be approved.

*Improvement Standards:* All façade improvements must conform to the Design Guidelines approved by the Design Committee. The Design Committee must approve any changes necessitated while the project is under construction prior to installation. All construction must be done in accordance with local code,



including building permits where applicable.

All improvements must comply with the Downtown Design Guidelines which are available on the Economic Development website ([www.WaynesboroBusiness.com](http://www.WaynesboroBusiness.com)). The Design Committee has the discretion not to approve any application it feels is not appropriate, but will make every attempt to provide appropriate alternatives to the applicant.

#### Application Process

Each applicant must submit one original (print or e-mail) of the completed application to the Waynesboro Economic Development Office (as outlined on page 2 of the application). In order to assure consideration, applications must be submitted to the Design Committee five business days before their regular monthly meeting (the 3<sup>rd</sup> Wednesday of the month). *The order in which completed applications are received determines the order of funding approval.* Applications will typically be reviewed on a monthly basis by the Design Committee for certification of appropriate design criteria and the Economic Development Authority for approval of funding. Design Committee approval will typically require two meetings if/when changes to the original design are suggested. A previously submitted application must be resubmitted for review if changes are made after the Design Committee's approval.

Grant recipients will be notified by letter within two weeks.

Grantee must submit a paid bill and reimbursement request (attached) to the EDA for reimbursement, together with photos showing the work is complete. Any unapproved changes will void the grant. Reimbursement will be made within thirty days of invoice submission and project review by the Director of Economic Development.

Grantee must complete the project within six months of application approval by the Design Committee and submit reimbursement request within two months of project completion. Upon completion and submission of receipts for reimbursement, project must be inspected by the Design Committee or its representative for compliance with the approved application.



Design approval will be based on the following general selection criteria:

1. The visual prominence of the building and its location
2. The aesthetic quality and historic accuracy of the design proposal.
3. The historical or architectural significance of the building.
4. The potential visual/functional impact of the project, with regards to the building, the block, the streetscape, and the economic development of the designated Project Area.
5. The comprehensive approach of the design, and the long-term durability and sustainability of the improvements.

Rating:

Each criterion will be judged on a scale of 1 to 5 (5 best).

Each committee member will judge each criterion.

Totals will be tabulated and an average computed.

Total grant available per project is \$5,000.

The average total will be multiplied by total cost of project to calculate the grant amount.

Example:

CRITERIA	COMMITTEE MEMBERS				
	A	B	C	D	E
1	3	2	3	3	2
2	4	3	4	4	3
3	5	4	5	5	4
4	1	2	1	1	2
5	3	2	3	3	2
<b>TOTAL</b>	<b>16</b>	<b>13</b>	<b>16</b>	<b>16</b>	<b>13</b>
<b>AVERAGE</b>	<b>3.2</b>	<b>2.6</b>	<b>3.2</b>	<b>3.2</b>	<b>2.6</b>
<b>CUMULATIVE AVERAGE</b>					<b>2.96</b>

Grant: \$5,000 x 59% (2.96 average score) = \$2,950