

Downtown Beautification Grant Guidelines and Application for 2018-2019

WHY DO WE HAVE A DOWNTOWN BEAUTIFICATION PROGRAM?

The purpose of the Main Street Downtown Beautification Program is to stimulate downtown development, improve the visual image of properties and generate pride in the community.

HOW IS THE BEAUTIFICATION GRANT MONEY ALLOCATED?

Funding for this program is limited and applications will be considered on a monthly basis. Therefore, Main Street District businesses are encouraged to apply immediately for consideration. The Main Street Design Committee will convene a monthly panel to review all grant applications received since the previous review session. An application must be submitted to Aundi Lesley *by the 1st of the month* to be considered at that month's meeting. (Ex: Submit by August 1st to be considered at the August meeting.) Please see below for guidelines on completing and submitting a grant application.

HOW MUCH FUNDING CAN I RECEIVE?

The Downtown Beautification Program is a grant not a loan. Approved Applicants may receive up to \$2,500 per project. Funding must be matched dollar for dollar with total dollars being reimbursed not to exceed \$2,500. Applicants may be approved for one application, per property, per year. Applicants must complete the work within one year of being approved. The Main Street Program will not consider applications on projects where the work has already been started.

HOW DO I KNOW IF I AM ELIGIBLE TO RECEIVE A GRANT?

In order to be eligible to receive a Downtown Beautification Grant you must first meet the following standards:

- The applicant must be a Main Street Business Member whose business falls within the Main Street Districts Boundaries;
- You must be the Business Property Owners or have written authorization from the Property Owners to conduct the work;
- One (1) grant is allowed per location every year based on the anniversary date of the completion of the project;
- Improvements must remain in place and be maintained in good order for a period of five (5) years; graffiti and vandalism must be repaired during this time period. If improvements are removed or not maintained, the Main Street Program may at its discretion seek full reimbursement for the total amount of the grant;
- Property taxes must be current and participants may have no debts to the City;
- Participating businesses must have a current occupational tax certificate (business license);
- Main Street Membership dues must be current;
- Once awarded a grant the applicants must maintain their Main Street Membership for a period of five (5) years.

WHAT WORK DOES THE GRANT COVER?

The following types of improvements are eligible for matching funds through the Downtown Beautification Grant:

- Painting (exterior painting for the building, trim, door, staining)
- Awnings (structure, fabric and installation)
- Signage

All work must align with the Secretary of the Interior's Standards for Rehabilitation (see below)

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

- Standard 1: A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- Standard 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- Standard 3: Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- Standard 4: Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- Standard 5: Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
- Standard 6: Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.
- Standard 7: Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- Standard 8: Significant archeological resources affected by a project shall be protected and presented. If such resources must be disturbed, mitigation measures shall be undertaken.
- Standard 9: New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- Standard 10: New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

WHAT WORK IS NOT COVERED IN THE GRANT?

The following types of improvements are not eligible for the 2018-2019 Downtown Beautification Grant:

- General maintenance other than painting;
- Roofs;
- Personal property & equipment;
- Window replacement
- Vinyl Siding;
- Window tinting;
- Lighting
- Interior window coverings and other interior renovations;
- Security systems;
- Nonpermanent fixtures; landscaping
- Billboards;
- Equipment Rental;
- Fees and Permits.

WHAT OTHER THINGS DO I NEED TO CONSIDER WHEN APPLYING FOR A BEAUTIFICATION GRANT?

- Planned improvements must be in harmony with the Secretary of Interior's Standards for Rehabilitation.
- You must submit two competing bids for each proposed project.
- The Main Street Board has final say in the paint color selected for each approved project.
- Planned improvements must be in harmony with Carrollton ordinances and building codes. For more information on city codes and ordinances please contact City Hall at 770-830-2000.
- The surface cleaning of structures must be by the gentlest methods available.
- Sandblasting of brick masonry is **strictly prohibited**.
- The size, color and shape of a sign should conform to the building's period, compliment the building and add to the historic flavor of the area. Temporary signage must not be used.
- In addition, the applicant will be responsible for any building permit fees required for the proposed work. Permit fees will not be reimbursed.

HOW DO I SUBMIT MY APPLICATION?

Please submit your application to The Main Street Program at 455 Bradley St, Carrollton, GA 30117. You may contact the Main Street office by phone at 770-832-6901 or email at alesley@carrollton-ga.gov to set up an appointment to drop off your application. We will review all applications to determine if they meet the eligibility criteria and guidelines for approval before they are presented to the Design Committee for review.

HOW WILL MY APPLICATION BE EVALUATED?

Applications submitted for the Downtown Beautification Grant will be evaluated for approval based on the following points:

- The extent of the overall proposed project and if the work advances the goals of improving the buildings appearance;
- Whether or not applicant is using local businesses for the design work;
- The impact of the project on downtown streetscape;
- The original condition of the building and the need for the proposed change;
- The extent to which the original building features and/or significant modifications are preserved;
- The removal of historically inappropriate alterations;
- The prominence of the building;
- The quality of the proposed work;
- Frequency of grants requested; so that funds may be available to assist as many properties as possible.

HOW WILL I FIND OUT IF I HAVE BEEN APPROVED?

The Design Committee will review the application for approval. The applicant may be required to attend the Design Committee meeting to present their application. The Design Committee will then make a recommendation to the Main Street Board of Directors. A majority vote by the Board members present will vote to approve, deny or table all applications. You will receive in writing a formal acceptance letter stating the amount that you have been awarded by The Board or you will receive a letter stating the grounds on which your application was denied.

ONCE I HAVE BEEN APPROVED HOW DO I GET MY MONEY?

You have one year from your date of approval of your Downtown Beautification Grant to complete the work **If work is not completed in one calendar year you will forfeit your awarded money.** Once work is complete a member of the Board or the Main Street Director may conduct a final inspection before funding will be made available. The following must be submitted:

- Paid receipts (All payments will be reviewed by the Main Street Director);
- Copies of any paid invoices;
- Final photographs of finished work;
- Final cost worksheet.

DOWNTOWN BEAUTIFICATION GRANT APPLICATION FORM

This form must be submitted *by the 1st of each month* to Aundi Lesley to be considered at our monthly Design Committee meeting. The application and checklist (below) must be complete to be considered for funding.

Name: _____

Company Name: _____

Business Address: _____

Personal Address: _____

Phone: _____ **Email:** _____

Brief Description of the Project and Cost Breakdown (Use additional sheets if necessary):

Items	Cost	Description
Paint		
Signage		
Awning		

Check List of items needed to submit with application:

- Specifications outlining the scope of work and building materials
- Two competing bids for proposed work
- Photographs of the existing condition of the facade
- Paint color or fabric samples
- If you are a tenant, please attach written permission from the owner to this application form.

How would this project improve your business and benefit downtown Carrollton?
Please limit your response to a minimum of 400 words and maximum of 800 words.

Application Received on: _____