



## 2021-2022 Façade Improvement Program Program Guidelines

### **Purpose**

First impressions have a lasting influence. That's why it's important that neighborhood business districts present an appealing image to potential customers, tenants, and investors. The Façade Improvement Program is a tool to improve the physical appearance of commercial storefronts in the Mt. Oliver Business District, while promoting place-making and thoughtful design throughout the corridor.

### **Eligibility**

- Projects must be located in the 100-200 block of Brownsville Road in Mt. Oliver Borough.
- The applicant must be the property owner.
- Eligible activities include exterior building improvements based on an approved work plan such as storefront lighting, windows, awnings, painting, etc.
- Business signs are not eligible expenses under this program unless part of a larger scope of work and subject to approval by the Review Committee.
- Façade funding may not be used on any interior work, landscaping, or general site improvements to sidewalks and paved areas.

### **Award Amount**

This program may fund up to 75% of eligible improvements, with a maximum grant award of \$18,750.

### **Design Guidelines**

The enclosed Design Guidelines provide a general overview of what the Review Committee will be looking for when reviewing applications. All projects must also meet local building and zoning codes which may require additional permits or approvals. The Review Committee has the right to approve, deny, or request revisions to any application, in whole or in part.

### **Evaluation Criteria**

Applications will be evaluated and scored by the Review Committee based on the following criteria –

1. Financial Commitment
2. Scope of Work

### **Application & Timeline**

- Applications will be accepted from August 1, 2021 through December 31, 2021.
- The following submittals must accompany the application to be considered complete –
  - \$250.00 Application fee
  - Color photograph(s) of the building
  - Description of requested improvements
  - Detailed project budget and justification (e.g. cost estimates)
  - Architectural rendering of proposed improvements
- Once a completed application is received, the Review Committee will review the application and work plan. If approved, the HEDC will provide an award letter, along with the Grant Agreement that must be executed within 30 days.
- When the Grant Agreement is received, a formal notice to proceed will be issued. Work must begin within 90 days of the notice to proceed.
- A final closeout report must be submitted by December 31, 2022.
- Once the applicant receives the notice to proceed letter, they will need to secure cost estimates based on the approved work plan.

### **Reimbursement**

The applicant will be required to submit a Payment Request Form that identifies actual costs incurred, in accordance with the approved budget, to receive payment of grant funds. The HEDC will withhold 10% of the grant award in retainage until the project is satisfactorily completed and the close out report submitted.

**Façade Improvement Program  
Grant Application**

**Applicant Information:**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

**Property Description:**

Name of Business: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Property Address: \_\_\_\_\_

**Additional Information/Documents:**

The following must also accompany this application:

- \$250.00 Application fee
- Color photograph(s) of the building
- Description of requested improvements
- Detailed project budget and justification (e.g. cost estimates)
- Architectural rendering of proposed improvements

*I have provided all information requested to the best of my knowledge, and I have read and fully understand the program guidelines and requirements of the Façade Improvement Program.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_