



FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM

Application Instructions

If you have any downtown grant application questions, please contact the Downtown Development Director at 512/930-2027. If you have any building or sign permit/historic preservation or design approval questions, please contact the Historic District Planner at 512/930-3581.

The Georgetown Main Street Program is a preservation-driven, economic development organization. We utilize diverse community partners to create a destination downtown for everyone. As a downtown economic incentive, the Georgetown Main Street Program has designed the following façade & sign reimbursement grant program.

FAÇADE & SIGN REIMBURSEMENT GRANT DETAILS (please read carefully):

The Georgetown Main Street Façade & Sign Reimbursement Grant Program is set up as a single payment reimbursement to commercial property owners per building/business located in the Downtown Overlay District (see attached map), and in some situations, tenants.

Facade grants are available on a 50/50 matching basis with a cap of \$20,000 per grant (\$40,000+ total project cost) Facade grant funds focus on exterior work on storefronts, roof and foundation work, fire sprinklers or suppression systems, and removal of barriers to public accessibility on commercial buildings and upper story residential buildings (as defined in Section 5.02.020 of the City's Unified Development Code) located in the Downtown Overlay District. (Tax Incentives for Improving Accessibility information, <https://www.ada.gov/archive/taxpack.pdf>)

Sign grants are available on a 50/50 matching basis with a cap of \$2,500 per grant (\$5,000+ total grant project cost). Grant funds focus on signs which may include signboards, projecting signs and pedestrian signage (includes signage attached to the building such as window/door sign, hanging sign and awning/canopy sign) for commercial buildings located in the Downtown Overlay District.

All sign grants are available throughout the year, on a first come, first serve basis until total funds are depleted. All façade and sign grants are available throughout the year, awarded on a competitively scored criteria system with sliding scale to determine award amount. **No grants will be awarded for work that has already been done or for work that is covered by insurance.** All submitted work will be reviewed based on the Secretary of the Interior's *Standards for Rehabilitation* (see page 6) and approved by the Georgetown Main Street Advisory Board before any eligible work may begin. If awarded a façade or sign reimbursement grant, any deviation from the approved grant project may result in the total or partial withdrawal of the grant.



GRANT APPLICATION PROCESS:

1. **Determine eligibility:** Discuss project plans and determine grant eligibility with Downtown Development Manager. If requested, set up an appointment for free design assistance in selecting paint, fabrics, color schemes and/or sign materials for building façade and signs through the Texas Main Street Center's Design Assistance Program. The Downtown Design Guidelines for the Downtown Overlay District should be a reference guide when making any design improvements to properties in the Downtown Overlay District. The Downtown Design Guidelines for the Downtown Overlay District are available from the City of Georgetown Planning office and online at, <https://historic.georgetown.org/>
2. **Complete facade & sign reimbursement grant application form and sign the agreement form.** All grant applications must include a drawing/graphic by the Texas Main Street Architect, the project architect or contractor of the proposed grant work to be done. **Color samples of all final paint selections and/or final fabric or sign color selections must be included with the application to be first approved by the Georgetown Historic and Architectural Review Commission (HARC).** Obtain **itemized** written work estimates on all project work from contractors or project architects. Self-contracted work will be reimbursed for actual legitimate expenses, excluding labor. Digital photos of the building's exterior, interior, roof or foundation where work is to be performed.
3. **Return the completed grant application form** with all original itemized work estimates, color samples, drawings and example sign material of the proposed work to the Downtown & Tourism office in City Hall, 808 MLK Jr. no later than 5 p.m. the Thursday prior to the first Friday of each month.
4. **The grant approval process will include without limitation, the following:**
 - (a) All façade & sign grant projects must meet current building standards and codes, as well as building permit requirements.
 - (b) The Georgetown **HARC meets at 6 p.m. every fourth Thursday of the month**, and all grant applicants are required to attend and present their grant reimbursement project to the commission for design review and approval if exterior changes, including new signage are being made.
 - (c) Notwithstanding anything stated in this grant application to the contrary, final approval for any grant shall be vested in the Main Street Advisory Board.
 - (d) The Main Street Advisory Board shall consider only grant applications which have been properly and fully completed and which contain all information required in the grant application or requested by HARC or the Main Street Advisory Board.
 - (e) All construction bids submitted by Applicant must be current and must be dated no earlier than ninety (90) days prior to the application request. Bids shall be submitted on the contractor's or project architect's letterhead and shall contain the contractors name, address, telephone number and shall itemize the bid in a manner that allows the Main Street Advisory Board to determine the bid components and authenticity of the bid.

- (f) An Applicant who submits an application that was denied a grant by the Main Street Advisory Board shall not be eligible to re-submit a grant application for six (6) months from the date the prior application was declined by the Main Street Advisory Board.
- (g) Applicants receiving approval by the Main Street Advisory Board shall commence construction described within the application within ninety (90) days from the date the grant is awarded by the Main Street Advisory Board. All Applicants must complete the construction described in the Application within one (1) year from the date the grant is approved by the Main Street Advisory Board. **If the Applicant is unable to commence construction within ninety (90) days from the date the grant is approved or complete construction within one (1) year from the date the grant is approved, the Applicant may submit a written request and verbal presentation for an extension for the commencement date or completion date provided the extension request is made prior to the ninety (90) day or one (1) year time limit.** The Main Street Advisory Board shall not be obligated to allow extensions but may do so for good cause determined solely by the Main Street Advisory Board. The extensions, if granted, shall be for the term and for the conditions determined exclusively by the Main Street Advisory Board. An extension denial can not be appealed and shall be final with the Main Street Advisory Board.
- (h) As a condition of this grant application and in consideration of the opportunity to apply for a grant, the Applicant consents and shall allow the Main Street Advisory Board to request City inspections to determine the grant, if awarded, shall not be used for construction to any building that is not in compliance with the City Municipal Codes and Ordinances which are applicable to the construction contemplated in the application.
- (i) The Applicant, by submission of this application, represents the construction described within the application shall be used in a building which is in compliance with all codes and ordinances.
- (j) The Main Street Advisory Board shall have sole discretion in awarding grants, except in cases appealed to and reviewed by the Georgetown City Council. The Main Street Advisory Board shall award grants considering the grant amount requested, grant funds available, the grant program, condition of the building in which the grant funds will be used, effectiveness of the construction, other grant requests, the type and nature of the construction, and the proposed construction results considering the grant program.
- (k) No Applicant has a proprietary right to receive grant funds. The Main Street Advisory Board shall consider any application within its discretionary authority to determine what grant amount would be in the best interest of the Grant program. The review criteria may include, but shall not be limited to, compatible architectural design, streetscape objectives, overall redevelopment of the Downtown Overlay District, extended hours, first-floor usage, occupy a vacant or underutilized structure, subject to sales tax, capital expenditures, location and historical property.
- (l) The Applicant shall be required to furnish photographs of the building's exterior facade, roof and foundation if relevant part of the application request, and also after the construction is completed, as a condition of final grant reimbursement.



- (m) The Applicant is required to obtain all applicable City permits and City approvals required for the construction if a grant is awarded.
 - (n) No Applicant, nor Applicant agent, representative or tenant shall be entitled to receive a façade grant approval on the same property address if requested within **three (3) years** from the date a previous grant was awarded by the Main Street Advisory Board.
 - (o) An Applicant should attend and present their grant project at Main Street Advisory Board meetings which consider the application or when requested to do so by the Main Street Advisory Board. **Failure to attend a Main Street Advisory Board meeting when required may be cause for rejection of the application.**
5. **Reimbursement:** When the entire grant project has been satisfactorily completed and reviewed, the applicant shall present the Georgetown Main Street Program office with copies of all paid invoices, including copies of credit card receipts and/or canceled checks, as well as a digital photo of the building's exterior, interior, roof or foundation where work has been performed for a single payment reimbursement of the approved funding. In addition, the Applicant must complete a City of Georgetown Vendor Form to receive payment from the City.
6. **Appeal Process:** Any application rejected by the Main Street Advisory Board shall be entitled to review by the Georgetown City Council. The Applicant shall submit a written request for review to the Assistant City Manager no later than ten (10) days from the date the application is denied by the Main Street Advisory Board. The request for review by the Georgetown City Council shall state reasons why the Applicant believes the application was improperly refused by the Main Street Advisory Board and the reasons why the Applicant believes the application should be approved. The written review request shall be furnished by the Assistant City Manager to the Chair of the Main Street Advisory Board. The Chair of the Main Street Advisory Board shall, within ten (10) days of receipt of the Applicant's written request from the Assistant City Manager, furnish to the Assistant City Manager the Main Street Advisory Board reasons for refusing the application and shall state reasons why the application should not be approved by the Georgetown City Council. Review by the Georgetown City Council will be scheduled within the time restraints and business issues of the Georgetown City Council, but in no event later than ninety (90) days from the date the written request for review is received by the Assistant City Manager from the Applicant. The City Council shall review the application and consider the action taken by the Main Street Advisory Board regarding the application. The Georgetown City Council shall not be required to reverse the Main Street Advisory Board unless the Georgetown City Council determines the Main Street Advisory Board did not act in substantial compliance with the application request and applicable policies relating to the Georgetown Façade & Sign Grant Program. The Georgetown City Council determination shall be deemed final action regarding the application.



INCLUSIONS AND EXCLUSIONS TO FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM

REHABILITATION TIPS:

- Roof, foundation and structural items should be given priority over cosmetic improvements.
- Carefully examine old buildings for termites, wood rot and general deterioration.
- When repairing a building, do not cut expenses on the roof or the foundation.
- Be aware of areas on the roof and at connecting walls where water does not readily drain. Flashing should be installed at intersections to prevent leakage.
- Carefully locate air conditioning units to avoid water condensations on the sides of buildings. Condensing units should be supported from the masonry walls and not placed directly on the roof.
- The top brick cornices that project above the roof deteriorate rapidly unless they are capped with metal, terra cotta, stone or concrete.
- When mortar is missing or in poor repair, moisture will enter the walls and eventually may cause structural damage. Deteriorated mortar should be removed to a depth of at least three-fourths of an inch and replaced with new mortar that matches the old in color, texture, material composition and striking of the joint.
- Do not sandblast or use harsh chemicals to clean exterior facades. Gentle cleaning with water can remove dirt and paint without damaging the surface of the building.
- Do not paint too often; many times a building only needs mild washing.
- If the building has stone or brick that has never been painted, do not create a maintenance problem by painting it.
- Existing architectural details, including old wood doors, windows, ceilings, and trim work add to the character of a building and its resale value. Repair these features rather than remove them.
- Wood windows are designed to be repaired. Frames, sash cords, and other components can be repaired. If the windows are missing, custom-made windows can be ordered for replacement in old buildings.
- Pressed metal ceiling panels are still being manufactured today with some of the same patterns installed originally. Deteriorated panels, therefore, can be replaced exactly.
- Do not use aluminum siding, stucco or other materials that cover the original facade. It can hide water penetration into the walls and accelerate deterioration.
- Before rehabilitating a building façade, take a careful look at the structural aspects of the building. Develop a design that is compatible with neighboring buildings and appropriate for the structures historical development
- Retain a sense of continuity by carrying exterior building design inside the structure.



FAÇADE REIMBURSEMENT GRANT REVIEW PROCESS

Total project scores can range from 0 to 20 points

Recommendations will be based on:

0-9 points	=	No funding recommendation
10-19 points	=	Grant recommendation up to \$10,000
20-30 points	=	Grant recommendation up to \$20,000

Grant applications will be scored based on:

Extended Hours	0-2 points
First Floor Usage	0-5 points
Occupy a Vacant/Underutilized Structure	1-6 points
Sales Subject to Sales Tax	1-4 points
Capital Expenditures	1-4 points
Historic Preservation	1-4 points
Enhance Historic Significance	0-2 points
Location – On or Off the Square	0-3 points



SIGN REIMBURSEMENT GRANT REVIEW PROCESS

Total project scores can range from 0 to 30 points

Recommendations will be based on:

0-10 points	=	No funding recommendation
11-20 points	=	Grant recommendation up to \$1,000
21-30 points	=	Grant recommendation up to \$2,500

Grant applications will be scored based on criteria below.

Circle appropriate point value and add up for total score.

<p>Extended Hours</p> <p>Yes 3</p> <p>No 0</p> <p>First Floor Use</p> <p>Retail/Restaurant 5</p> <p>Office 3</p> <p>Residential 0</p> <p>Occupy a Vacant/Underutilized Structure</p> <p>Yes 6</p> <p>Underutilized Structure 3</p> <p>Rehabilitating, but same use 1</p> <p>Sales Subject to Sales Tax</p> <p>0-50% 0</p> <p>51-100% 2</p> <p>CapEx</p> <p>> \$10,000 1</p> <p>\$10,001 - \$25,000 2</p> <p>\$25,001 - \$50,000 3</p> <p>\$50,001 - \$75,000 4</p> <p>\$75,001 - \$100,000 5</p> <p>\$100,000+ 6</p>	<p>Historic Preservation</p> <p>Non-contributing 1</p> <p>Low Priority 2</p> <p>Medium Priority 3</p> <p>High Priority 4</p> <p>Location</p> <p>On the Square 0</p> <p>Off the Square 4</p>
<p>Total Points</p>	

SECRETARY OF INTERIOR'S



STANDARDS FOR REHABILITATION

All Façade & Sign Reimbursement Grant applications will be reviewed by the HARC for design appropriateness and approved by the Main Street Advisory Board. The HARC and Main Street Advisory Board will maintain an awareness of the *Standards of Rehabilitation* as follows:

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.
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.
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.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
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.
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.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
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.



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.

Additional information regarding the Secretary of the Interior's Standards for Rehabilitation is available from the National Park Service, the Texas Historical Commission and the City of Georgetown Planning office.



DEADLINE:
*Thursday prior to
the 1st Friday
of each month*

Date Received:

FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM PROCESS CHECKLIST

Use this form as a cover sheet and checklist to follow all steps needed to complete the Façade & Sign Reimbursement Grant Program application to receive approval. Please e-mail the completed application with necessary attachments and signatures to the Downtown & Tourism Department: mainstreet@georgetown.org, no later than the THURSDAY prior to the first Friday of each month. If you have any grant application questions, please contact the Downtown Development Director at 512/930-2027. If you have any building or sign permit/historic preservation or design questions, please contact the Historic District Planner at 512/930-3581.

- Meet with Georgetown Downtown Development Director (512/930-2027) to determine eligibility and to walk through Façade & Sign Reimbursement Grant and instructions, and to possibly set up appointment for free assistance from the Texas Main Street Center’s Design Assistance Program.
- Meet with the City’s Historic District Planner (512/930-3581) if any design work may involve receiving a building or sign permit or dealing with historic preservation and inspection issues.
- Attend and present grant project to HARC for their design approval. Receive design approval of proposed work listed on grant application. **Get approval signature of the Historic District Planner on last page of application form.**
- Complete Façade & Sign Reimbursement Grant application form and sign agreement form. (Also include required attachments: color samples of all paint, signage, and fabric awnings, digital photographs of building’s exterior, interior, roof or foundation if applicable to grant project)
- Return completed grant application and agreement form with required attachments **no later than the Thursday prior to the first Friday of the month** to the Georgetown Downtown & Tourism Office at 808 MLK Jr. to be added to the next Main Street Advisory Board meeting agenda.
- Attend and present Façade & Sign Reimbursement Grant application project at the Main Street Advisory Board meeting for their approval.
- Façade & Sign Reimbursement Grant project construction may commence immediately after board approval. Grant work on the building must commence within **90 days of approval** from Georgetown Main Street Advisory Board meeting and be completed within **one year**.
- Upon completion of Façade & Sign Reimbursement Grant project, furnish digital photographs of the building’s exterior, interior, roof and foundation if applicable to the grant; copies of all paid invoices, including copies of credit card receipts and/or cancelled checks, to receive a single payment reimbursement of the approved funding. In addition, the applicant must complete a City of Georgetown Vendor Form to receive payment from the City.



<u>Advisory Board Review</u>	
Approved	_____
Rejected	_____
Date	_____

FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM APPLICATION

Please e-mail the completed application with necessary attachments and signatures to the Downtown & Tourism Department: mainstreet@georgetown.org, no later than the THURSDAY before the first Friday of each month. If you have any grant application questions, please contact the Downtown Development Director at 512/930-2027. If you have any building or sign permit/historic preservation questions, contact the Historic District Planner at 512/930-3581.

- ◆ Applicant Name _____ Date _____
- ◆ Business Name _____
- ◆ Mailing Address _____
- ◆ Contact Phone _____ Email Address _____
- ◆ Building Owner (if different from applicant) _____
- ◆ Historical/Current Building Name _____
- ◆ Physical Building Address _____
- ◆ Type of Work: (check all that apply)
 Sign Paint Masonry cleaning/paint removal Awning/Canopy Fire Sprinklers or Suppression Systems
 Uncovering/replacing windows Roof work Foundation work Removal of barriers to public accessibility
 Other: _____
- ◆ Details of Planned Improvements for Façade & Sign Reimbursement Grant: (attach additional information if necessary)

- ◆ How will this project benefit downtown? (Check all that apply)
 Extended business hours First floor usage Occupying vacant/underutilized structure
 Subject to sales tax Enhance historic significance Location is on the square Location is off the square
- ◆ List Contractor/Project Architect Proposals and Total Amounts (attach original proposals):
- 1. _____
- 2. _____
- 3. _____
- ◆ TOTAL COST OF PROPOSED GRANT PROJECT (CAPITAL EXPENDITURES): _____
- ◆ AMOUNT OF FAÇADE AND/OR SIGN GRANT REQUESTED (MAY NOT EXCEED 50% OF TOTAL GRANT COSTS: \$2,500 SIGN MAX, \$20,000 FACADE MAX): _____

Include all required color samples of paint fabric canopy, sign design, etc., as well as digital photographs of building's exterior, roof and foundation if applicable to grant.

Applicant's Signature

Date



FAÇADE & SIGN REIMBURSEMENT GRANT AGREEMENT FORM

Please e-mail the completed application with necessary attachments and signatures to Downtown & Tourism Department: mainstreet@georgetown.org, no later than the Thursday before the first Friday of each month. If you have any grant application questions, please contact the Downtown Development Director at 512/930-2027. If you have any historic preservation questions, contact the Historic District Planner at 512/930-3581.

I have met with the Georgetown Downtown Development Director, and I fully understand the Façade & Sign Reimbursement Grant Procedures and Details established by the Georgetown Main Street Advisory Board. I intend to use this grant program for the aforementioned renovation projects to forward the efforts of the downtown revitalization and historic preservation program known as the Georgetown Main Street Program. I have not received, nor will I receive insurance monies for this revitalization project.

I have read the Façade & Sign Reimbursement Grant Application Procedures including the Façade & Sign Reimbursement Grant Details.

I understand that if I am awarded a Façade & Sign Reimbursement Grant by the Georgetown Main Street Advisory Board, any deviation from the approved project may result in the partial or total withdrawal of the Façade & Sign Reimbursement Grant. If the façade or sign is altered for any reason within **one (1) year** from construction, I may be required to reimburse the City of Georgetown immediately for the full amount of the Façade & Sign Reimbursement Grant.

Business/Organization Name

<i>Applicant's Signature</i>	<i>Printed Name</i>	<i>Date</i>
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<i>Building Owner's Signature (if different from applicant)</i>	<i>Printed Name</i>	<i>Date</i>
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This section to be completed by City Staff:

<i>Georgetown HARC's Design Approval (obtain signature of Historic District Planner or City Planning staff)</i>	<i>Date</i>
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<i>Georgetown Main Street Advisory Board's Approval</i>	<i>Date</i>
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