



**DOWNTOWN
GREENSBORO**

DOWNTOWN GREENSBORO, INC.
FAÇADE IMPROVEMENT PROGRAM
GUIDELINES + APPLICATION
(Updated 01.27.20)

Downtown Greensboro Incorporated (DGI) has designed a Façade Improvement Program to stimulate new investment in Downtown. The Program is also intended to provide an economic incentive for renovating building facades, to encourage quality design and construction that enhances the historic character and the appearance of the area, to improve the business setting, and to provide a timely application and review process.

GUIDELINES:

- DGI has the sole discretion to make grants to business or property owners who submit a completed application that DGI determines meets the goals and objectives of the program.
- The Façade Improvement Program (FIP) will be available to renovate or restore the front wall of any structure facing a street, from the top roof line to the ground level of the structure, inclusive of every floor in-between.
- A building containing multiple, ground floor storefronts or tenants with access from the street will be considered as having one facade.
- Any commercial, institutional, or mixed-used commercial and residential property in Downtown may be eligible for FIP grant funds.
- FIP funds for other types of properties will be considered based on the program's goal and additional factors such as visibility of the property and size of the investment.

FUNDING: The FIP fund will be capitalized on an annual basis and funds are subject to availability.

TERMS: FIP funds will be made available on a matching basis. Grant awards range from \$1,000 to \$5,000 or 50% of the façade renovation project, whichever is less. The award of any grant is based on the discretion of DGI and the current availability of funds.

FIP funds may be made available to finance the design and construction of a building facade that will result in significantly improving the architectural and/or historical integrity of the building. Eligible projects must stress quality design and workmanship that enhances the appearance of the entire building and contributes to the fabric of the center city. The design must meet the architectural standards and guidelines identified in the draft Downtown Design Manual compiled by the City of Greensboro. **Examples of significant projects that will be considered for funding include, but are not limited to, the following:**

- Removing aluminum or non-historic siding;
- Repairing or replacing cornices; Repairing or replacing windows; Repointing brick and masonry work;
- Repainting brick and masonry facades, exterior window frames, and other features of the facade;
- Adding historically compatible materials or features to the front of a building;
- Repairing or restoring transom windows;
- Repairing or restoring original storefront;
- Installing appropriate awnings; and/or
- Decorative enhancements such as murals, planters boxes.



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FIP funds will not be allocated for projects that are inappropriate or incompatible with the design of surrounding structures or to the historical context of Downtown. The project must also address deficient architectural elements of the facade. Properties owned by non-profit, governmental or religious organizations are ineligible from receiving Façade Improvement Program grants as they are tax exempt. In addition, **funds will not be allocated for the following items:**

- Roof improvements; Plumbing improvements; HVAC improvements;
- Any work within the interior of the building or on any exterior portion of the building facing an alley;
- Projects that are considered minor improvements such as painting a portion of the façade or only installing a sign;
- Property acquisition;
- Constructing a façade for a new building; and, Working capital.

Construction activity shall not begin prior to funding authorization from DGI. Any construction activity that commences prior to DGI's funding commitment may disqualify the project from receiving any facade improvement program funds. Funds will not be disbursed if the completed project does not meet the renovation plan, minimum standards established by DGI or if incomplete cost documentation is submitted.

ADMINISTRATION: All FIP applications will be reviewed by Downtown Greensboro Incorporated staff. The final decision to award funds for the project will be made by DGI's Executive Committee. DGI staff will assist applicants in planning and implementing the proposed project. The assistance includes, but is not limited to, the following:

- Conduct research on properties to identify original features of a building facade;
- Review building design features with the applicant or applicant's designee and recommend specific design elements for the facade;
- Facilitate and coordinate access to architects, contractors, urban designers or other professionals, as needed;
- Facilitate and coordinate the City's building permit process; Assist and monitor construction activities and compliance.

GRANT APPLICATION PROCESS:

1. A prospective applicant contacts DGI staff to obtain an application package and review design requirements.
2. An applicant submits a complete application package to DGI staff with all required attachments. Applications must include historical data on the facade; photos documenting existing façade conditions; renderings of the proposed work to include materials and colors; and a construction estimate for the renovation work.
3. DGI's staff conducts a project and design review, with a goal to be complete within 30 working days.
4. If the project and design review are favorable, staff will forward the grant application to DGI's Executive Committee for final action. The Executive Committee will review the recommendation, normally within 20 working days.
5. At its complete discretion, the DGI Executive Committee may grant FIP funds to the applicant.
6. If the application is approved, DGI staff issues a letter of commitment to authorize funding, subject to the review of the finished construction and a determination that the project meets the terms of the façade improvement plan.
7. If the grant application is denied, the applicant will be notified in writing of the reason(s) for the rejection. A rejected application may be re-submitted provided it satisfies the objectives stated.



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8. DGI staff monitors construction activities. Funds will be paid to the applicant once the work is complete, after DGI receives invoices for the work and after DGI has completed a satisfactory inspection of the work.
 - a. During the construction period, the applicant shall place a sign or banner provided by DGI that acknowledges the use of facade grant funds.
 - b. If the applicant participates in any media reports about the renovation project, DGI's facade grant funding must be acknowledged.
 - c. At the conclusion of the project, the applicant must provide hi-res photographic images, by electronic format (tiff, jpeg, etc.), in similar siting/angles as the construction images received prior to project initiation/ construction to illustrate improvements. These images, as well as associated grant details, may be used by DGI for marketing purposes and become the property of DGI.
9. A portion of the FIP monies may be advanced by DGI after a large portion of the work is completed and documented, if needed.
10. At the conclusion of the project, the applicant is required to install a 6" by 3" brass sign provided by DGI to acknowledge the grant funds.

**SUBMIT ALL APPLICATIONS TO INFO@DOWNTOWNGREENSBORO.ORG
or in person at the DGI offices.**



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Downtown Greensboro Incorporated

Façade Improvement Program APPLICATION

APPLICANT INFORMATION

NAME: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

DO YOU OWN OR LEASE THE BUILDING: Own Lease

(If leased, please provide a letter of authorization from the building owner)

BUILDING INFORMATION

BUILDING ADDRESS: _____

PRESENT USE: _____

PROPOSED USE: _____

NUMBER OF FLOORS: _____

IS THE BUILDING IN THE HISTORIC DISTRICT: Yes No

WAS THE FAÇADE EVER RENOVATED OR ALTERED: Yes No

IF YES, DATE: _____

WORK DONE: _____

DOES THE FAÇADE HAVE ANY STRUCTURAL DAMAGE OR AREAS IN NEED OF MAJOR REPAIR? Yes No

IF YES, EXPLAIN: _____

PLEASE GIVE SPECIFIC DETAILS AS TO THE TYPES AND EXTENT OF THE PROPOSED REHABILITATION TO BE COMPLETED. (Attach separate sheet if necessary):

** In addition to the information provided here, attach any architectural plans you may have for the renovation proposed.

IF NEW GLASS IS BEING INSTALLED, IS IT TRANSPARENT? [] YES [] NO

FAÇADE GRANT APPLICATION CHECKLIST:

Please confirm attachment of the following items:

- 1) Photos/images, in electronic and printed format, of the site (historic content available from Preservation Greensboro/Greensboro Historical Museum, current and proposed views).
2) Copy of the signed lease (if property is not owned by applicant).
3) At least one detailed cost estimate from a licensed, independent contractor for the total construction cost. This shall also include a line-by-line itemization specific to the grant request, as applicable.

APPLICANT'S SIGNATURE

I understand the limitations, design review and other requirement(s) of this program. If approved, I agree to complete the project according to the specifications discussed in this application and give Downtown Greensboro the right to inspect the finished work and to provide copies of all paid invoices pertaining to the work described. I also agree to allow Downtown Greensboro to use illustrations of the project within its publications and advertisements. I will also acknowledge Downtown Greensboro in all media communications. I understand that upon completion of the renovation project, Downtown Greensboro will provide a plaque to be installed in a visual and mutually agreeable place on the building site.

Signature of Applicant

Date

Signature of Property Owner (if different from applicant)

Date