



March 30, 2017

## JANEY MAE COOLEY MEMORIAL FAÇADE GRANT PROGRAM

Dear Property/Business Owner,

On behalf of the Athens Downtown Development Authority, I am pleased to offer the Janey Mae Cooley Memorial Façade Grant Program for 2016/2017. The goal of this grant program is to supply a financial incentive to downtown property/business owners to improve and renovate the exterior of historic downtown buildings. The program generally aims to utilize matching grants of up to 50% of project cost up to \$10,000 to stimulate an equal amount or more in private investment, resulting in a community investment in historic and vital downtown Athens. Note that façade easements are not a part of this program.

As part of the downtown business district, you are eligible to apply for matching funds for approved renovation projects. Applications will be reviewed by the Façade Grant Committee within four weeks of receiving your application. Please note that applications will generally be processed in the order in which they are received and that funds for this program are limited. After reviewing the enclosed Program Rules & Regulations and the application form, please contact me for further information at 706-353-1421.

We hope that you will take full advantage of the opportunity this program presents. As our community continues its revitalization efforts, we know that Downtown will continue to flourish as the center for Athens business and government, to the delight of both citizen and tourist.

Sincerely,

Christi Christian  
Business Coordinator

Athens Downtown Development Authority · Downtown Athens Business Association  
P.O. Box 1295 · Athens, Georgia 30603 · Phone 706.353.1421  
[www.DowntownAthensGa.com](http://www.DowntownAthensGa.com)

# ATHENS DOWNTOWN DEVELOPMENT AUTHORITY JANEY MAE COOLEY MEMORIAL FAÇADE GRANT PROGRAM GUIDELINES

## 1. PURPOSE AND OVERVIEW

The Athens Downtown Development Authority (ADDA) Janey Mae Cooley Memorial Façade Grant Program is intended to stimulate investment in the revitalization and preservation of building exteriors in Athens' historic downtown area, the heart of the Athens Historic District and a source of pride for our community.

Matching funds are made available for eligible improvements to business facades that are easily visible and in public right-of-ways, such as those that face a public street or a parking area. Improvements must preserve the individual character of each building with its unique features, historic appearance and significance, as well as make a contribution and impact to the appeal of the downtown area. Note that all such improvements must meet the Historic Preservation Commission's design standards if located within the Historic District.

The Façade Grant Program is funded by the ADDA and administered by the Façade Grant Committee (FGC). The FGC will determine the amount of matching funds based on the proposed façade change, grant funds available, and the number of requests under consideration.

## 2. FACADE GRANT ELIGIBILITY CRITERIA

- Eligible projects must be located in Athens Downtown Development Authority boundary. For information regarding district boundaries, contact Christi Christian at 706-353-1421.
- Eligible participants include commercial and mixed-use property owners and business owners. If the property is leased, the property owner must consent to the proposed project. This consent may be provided in the form of an owner consent letter, or the property owner may co-sign the grant application.
- Priority will be given to buildings that are historic, architecturally significant and/or visually prominent, and to buildings with inappropriately applied facades that are unsightly or in need of repair.
- To qualify for a façade grant, projects must result in improvements that:
  - a) Are appropriate for the building and consistent with its current business use;
  - b) Preserve the architectural integrity and restore, if possible, the original building façade; and
  - c) Positively contribute to the appearance and vitality of Downtown Athens.

- Eligible projects must:
  - a) Be in harmony with preservation guidelines outlined in the U.S. Secretary of the Interior's Standards for Rehabilitation found in its entirety at <http://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>
  - b) Be in accordance with all government rules, regulations, and laws, including but not limited to the Athens-Clarke County Unified Government's ordinances and building codes, and if applicable, the Historic Preservation Commission's Architectural Design Standards.

### **3. GUIDELINES FOR FAÇADE IMPROVEMENTS**

- Because Athens is a Georgia Main Street Community, we have access to wonderful and inexpensive local design services that can be included in your façade grant proposal. Please contact Christi Christian at 706-353-1421 for more information on design services.
- Potentially eligible work is limited to exterior improvements only – business facades that are easily visible to the public, such as those that face a public street or parking area.
- From minor improvements to full-scale restoration, a wide range of investment proposals will be considered, including:
  - Design plans
  - Exterior walls/materials
  - Exterior painting
  - Exterior door & window repair/replacement and treatments
  - Gutters and downspouts
  - Decorative exterior architectural features
  - Replacement/uncovering of architectural features
  - Replacement of non-historical storefronts/buildings (demolition)
  - Restoration of original and/or historic facade
  - Structural stabilization
  - Masonry cleaning (by gentlest means possible)
- **INELIGIBLE WORK** includes but is not limited to:
  - Signs
  - Canopies and awnings
  - Roofs
  - “Yard” improvements (vegetation and/or pavement)
  - Interior improvements of any kind
  - Personal property/equipment
  - General maintenance (except painting)
  - Interior window/door treatments
  - Security systems

- Inappropriate chemical cleaners and sand blasting are strictly forbidden for surface cleaning of structures, due to possible damage of aged building components.
- Participants assume full responsibility for all aspects of the project, any relationships with contractors and suppliers, and securing all necessary municipal approvals.
- Applicants agree to maintain the approved improvements in good condition for a period of at least three (3) years, making repairs as necessary, or risk repayment of grant funds to the ADDA. This is at the ADDA's discretion, and will not be enforceable if the property changes owners.

#### **4. APPLICATION GUIDELINES**

The attached application form is to be submitted to: ADDA, c/o Christi Christian, 250 W. Broad St., suite 108, Athens, GA, 30601. Applicants interested in the program should also consult with the Athens Clarke County Planning Department to obtain appropriate permits and, if necessary, the Certificate of Appropriateness. For assistance and more information, please contact Christi Christian at 706-353-1421.

Applications will be reviewed by the FGC within four weeks of receipt and in the order received. Only complete applications will be reviewed. A complete application includes the attached form and all supporting materials as specified in the instructions. Incomplete application packets will be returned to the sender within two weeks if all materials are not submitted.

#### **5. APPLICATION REVIEW**

The Façade Grant Committee (FGC), which is a subcommittee authorized by the ADDA, shall:

- a. Review each application packet for completeness;
- b. Make a determination regarding eligibility;
- c. Classify the project as either a minor or major improvement to set the timeline for completion; and
- d. Provide a grant recommendation to the ADDA or deny the project.

Each application packet will be judged on the following standards for review:

- a. Priority will be given to buildings that are historic, architecturally significant and/or visually prominent, and to buildings with inappropriately applied facades that are unsightly and in need of repair;
- b. Extent to which the project advances the goals of improving building appearance;
- c. Extent to which the project is compatible with the Historic Preservation Committee's design standards and/or the characteristics of the downtown area;

- d. Extent of the project's impact upon the Downtown Athens streetscape and pedestrian atmosphere;
- e. Historical/architectural significance of the building;
- f. Original condition of the building and the need for the changes of the proposed project;
- g. Extent to which the original building is preserved;
- h. Removal of historically inappropriate alterations;
- i. Prominence of the building;
- j. Quality of the work proposed;
- k. Level of match participation of the applicant;
- l. Range of projects completed and proposed as part of the Downtown Façade Grant program;
- m. Any other relevant factors deemed by the FGC to be applicable.

The public is welcome to attend the meetings of the FGC which will be held in the ADDA office as needed. The applicant is not required to attend the meeting in which his or her application is considered. The majority of the committee present will recommend approval of, deny, or table each complete application. Recommendations for façade grants will then be given to the ADDA for approval at their next Board Meeting.

Not later than two weeks after the ADDA meeting date, the applicant will receive a confirmation letter indicating the grant award decision, or in some cases, a request for additional information. In the instance of a decision to deny or table an application, the letter will indicate the Board's reason for doing so. The ADDA reserves the right to table, deny, or request modifications in any or all application packets, in whole or in part, and to negotiate changes in the proposed project. In the case of denial by the ADDA, the applicant can address the issues identified by the committee and re-apply for a grant.

## **6. GRANT AWARDS**

Approved projects will be reimbursed at **up to fifty percent (50%)** of the approved project's total cost. The award will not exceed the Façade Grant Program maximum grant of ten thousand dollars (\$10,000).

**Please note: If work is started on the applicant's project before the decision to make a grant award, only the remaining work will be eligible for a matching grant.**

The FGC reserves the right to recommend funds as it deems best to achieve its purposes and at its sole discretion. For example, the FGC can grant funds in amounts as it deems appropriate to encourage the projects it deems most beneficial. Many factors are considered, such as the FGC budget, number of applicants, financial considerations, applicant match, mixture of proposed projects, and the extent to which projects fulfill the goals and standards for eligible projects as set forth above.

## **7. PROJECT COMPLETION**

The Façade Grant Committee shall classify each proposed project as either a minor or major improvement based on the project type and scope. Minor improvements include projects such as painting, re-pointing brick, and replacing non-conforming doors and windows. Major improvements would include projects costing above \$20,000 such as a complete restoration of a building façade. Minor improvements must be started within thirty (30) days of receipt of the confirmation letter and completed within ninety (90) days of said receipt, or re-application will be required. Major improvements must be started within ninety (90) days of receiving the confirmation letter and completed within twelve (12) months of said receipt, or re-application will be required. To qualify for reimbursement, all work must be complete and in conformance with the approved plans.

## **8. REIMBURSEMENT**

After project completion, the applicant is reimbursed with awarded grant funds upon:

- a. Satisfactory completion of the project with conformance to approved plans;
- b. Receipt of a reimbursement request plus all receipts and proof of payment;
- c. Compliance with all applicable municipal rules, laws, ordinances, and regulations;
- d. Reaffirmation of applicant's commitment to maintain project improvements for a period of at least 3 years.

All reimbursement requests are to be submitted to ADDA, c/o Christi Christian, 250 W. Broad Street Suite 108, Athens, GA 30601. The FGC reserves the right to increase or decrease a grant award in accordance with receipt of actual expenditures.

Athens Downtown Development Authority  
Janey Mae Cooley Memorial Façade Grant Program  
Application Form

**1. APPLICANT INFORMATION**

\_\_\_\_\_  
Applicant full name                      Business name

Application date: \_\_\_\_\_

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
Contact                                      Telephone                                      E-mail

**2. PROPERTY INFORMATION**

\_\_\_\_\_  
Athens street address

- Owner-occupied, OR
- Leased from owner (if so, complete information below)

\_\_\_\_\_  
Owner's name

- Property owner signature [at 6. AUTHORIZATION], OR
- Property owner consent letter [attached]

\_\_\_\_\_  
Owner's mailing address

\_\_\_\_\_  
Contact                                      Telephone                                      E-mail

### 3. FAÇADE VIEW / FRONT ELEVATION

Attach photographs (color), including at least one full façade view, showing the current condition.

Please contact the ACC Planning Department before beginning your project to secure the proper permits, and if needed, the Certificate of Appropriateness, and any necessary approvals from the Historic Preservation Committee.

### 4. PROJECT SCOPE

#### Project Dates:

Proposed beginning date\* \_\_\_\_\_ Anticipated completion date \_\_\_\_\_

\*Project start date, or the date for start of work to be included in the grant award.

#### Details of proposed work with projected costs:

Item 1	Est. Cost
Item 2	Est. Cost
Item 3	Est. Cost
Item 4	Est. Cost
Item 5	Est. Cost

### 5. PROJECT BUDGET AND QUOTE

Total project cost: \$ \_\_\_\_\_

Grant amount requested: \$ \_\_\_\_\_

Applicant match\* intended: \$ \_\_\_\_\_

*\*Projects matched by more than 50% will receive preferential review status.*

**PLEASE NOTE:** All quotes MUST be an itemized estimate. Please have two quotes for items over \$500.00.



## 6. AUTHORIZATION

I, \_\_\_\_\_ do hereby make application to the Athens Downtown Development Authority for a Downtown Façade Grant for the above project. I verify that the information in this application and its attachments is valid and correct. I verify that I have reviewed and understand the rules and regulations set forth in the Athens Downtown Development Authority's Janey Mae Cooley Memorial Façade Grant Program Guidelines, and I agree to be bound by the same.

I understand any changes in the approved project must be re-approved or I could forfeit funding for the above project(s). I agree to maintain the improvements in place and in good order for at least 3 years, making repairs as necessary, or risk repayment of the grant funds to the ADDA.

I understand that the receipt by the FGC of my application does not obligate the FGC in any way, indicate any funds are available, or that my application will be approved. I understand that furnishing false or misleading information can lead to denial of my application and/or bar me from receipt of any funds.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Owner (or consent letter)

\_\_\_\_\_  
Date

## 7. APPROVAL TRACKING

Date application submitted: \_\_\_\_\_

Submitted to FGC: \_\_\_\_\_

Approved by ADDA: \_\_\_\_\_

Reimbursement request submitted: \_\_\_\_\_

# CHECKLIST

- Fully complete and signed application
- Property owner signature or consent letter (if leased)\*
- Photographs of existing façade condition
- Complete and itemized project description with plans drawn approximately to scale. (Note: A detailed sketch of the façade with improvements made is recommended.)
- Color samples if painting is planned
- Budget estimate and quotes\*
- Certificate of Appropriateness (if needed) and the Plans Review Application Form from the ACC Planning Department

\*These items may be submitted separately; however, these items **MUST** be submitted within two weeks of turning in the application. Applications without all of the checklist items after two weeks will be considered incomplete and will be returned.