



FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM

Application Instructions

If you have any application questions, please contact the Main Street Manager at 512/930-2027. If you have any building or sign permit/historic preservation questions, please contact the Historic District Planner at 512/930-3581.

The Georgetown Main Street Program is a revitalization program designed to enhance the unique character of the downtown through historic preservation and community involvement, while at the same time promoting downtown, providing educational and technical assistance to business and property owners, and maintaining the beauty of Georgetown. As an economic incentive, Georgetown Main Street 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 property owners per building/business, and in some situations, tenants. **Facade grants are available on a 50/50 matching basis with a cap of \$10,000 per grant (\$20,000+ total project) and paint-only grants with a cap of \$5,000 per grant (\$10,000+ total project cost).** Façade grant funds focus on exterior work on storefronts (visible to the traveling public), as well as roof and foundation work 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 (see attached map).

Sign grants are available on a 50/50 matching basis with a cap of \$500 per grant (\$1,000+ total project cost). Grant funds focus on signs which may include signboards, projecting signs and pedestrian signage (includes window sign, hanging sign and awning/canopy sign) for commercial buildings located in the Downtown Overlay District.

All grants are available throughout the year, on a first come, first serve basis until total funds are depleted. **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.

1. **Determine eligibility:** Discuss project plans with Georgetown Main Street Manager and set up an appointment for free assistance in selecting paint, fabrics, color schemes and sign materials for building façade and signs through the Texas Main Street Center's Architectural Assistance Program. The 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 Design Guidelines for the Downtown



Overlay District are available from the office of Development Services, 300 Industrial Ave., Georgetown, Texas 78627, and on-line at www.georgetowntx.org.

2. ***Fill out facade & sign reimbursement grant application form and sign the agreement form.*** All grant applications must include a scale drawing by the Texas Main Street Architect, the project architect or contractor of all the proposed grant work to be done. **Color samples of all final paint selections and/or final fabric or sign material selections must be included with the application to be reviewed by the Georgetown Historic and Architectural Review Commission (HARC) and approved by the Georgetown Main Street Advisory Board.** 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.
3. ***Return the completed application form*** with all original itemized work estimates, color samples, drawings and example sign material of the proposed work to the Georgetown Main Street office at 103 W. 7th St. no later than 5 p.m. the Monday prior to the first Tuesday of each month.
4. ***The 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 applicants are required to attend and present their grant reimbursement project to the commission for review and approval.
 - (c) Notwithstanding anything stated in this Application to the contrary, final approval for any grant shall be vested in the Main Street Advisory Board.
 - (d) The Main Street Advisory Board may receive recommendations from committees or commissions, such as the HARC, which review all or a part of the Application. HARC recommendations shall be advisory only and no recommendation shall be binding on the Main Street Advisory Board.
 - (e) The Main Street Advisory Board shall consider only Applications which have been properly and fully completed and which contain all information required in the Application or requested by any committee or the Main Street Advisory Board.
 - (f) All construction bids submitted by an 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.
 - (g) 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.



- (h) 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 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.
- (i) 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.
- (j) 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.
- (k) 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.
- (l) 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 and historical property.
- (m) The Applicant shall be required to furnish photographs of the building's exterior, roof and foundation as part of the Application request and also after the construction is completed, as a condition of final grant reimbursement.
- (n) The Applicant is required to obtain all applicable City permits and City approvals required for the construction if a grant is awarded.



- (o) No Applicant, nor Applicant agent, representative or tenant shall be entitled to receive grant approval on the same property if requested within **three (3) years** from the date a previous grant was awarded by the Main Street Advisory Board.
- (p) An Applicant must attend 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 shall 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 office with copies of all paid invoices, including copies of cancelled checks and/or credit card receipts, for a single payment reimbursement of the approved funding.
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 Chairman of the Main Street Advisory Board. The Chairman 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 and striking of the joint.
- Do not sandblast. Chemicals and/or 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 reasonable to repair, if a specialist in window repair can be found. 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. 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.
- Retain a sense of continuity by carrying exterior building design inside the structure.
- Demand quality



SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION

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

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure or site and its environment, or to use a property for its original intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features will disqualify any building from this program.
3. All building, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged and may disqualify any building from this program.
4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance may be recognized and respected.
5. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities.
6. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will change or damage the historic building materials shall not be undertaken.
7. Contemporary design for alteration and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
8. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such addition or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. New additions should be compatible to the present structure.



DEADLINE:
*Monday prior to
the 1st Tuesday
of each month*

Date Received:

FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM CHECKLIST

Use this form as a checklist to follow all steps needed to complete the Façade & Sign Reimbursement Grant Program application to receive approval.

- Meet with Georgetown Main Street Manager 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 Architectural Assistance Program.
- Meet with the City’s Historic District Planner (930-3581) if any work may involve receiving a building or sign permit or dealing with historic preservation issues.
- Completely fill out Façade & Sign Reimbursement Grant application form and sign agreement form. (Also include required attachments: HARC application and all submitted materials; photographs of building’s exterior, roof and foundation)
- Return completed application and agreement form with required attachments no later than the Monday prior to the first Tuesday of the month to the Georgetown Main Street Manager to be added to the next meeting agenda.
- Attend and present Façade & Sign Reimbursement Grant application 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.**
- Return all paperwork to Georgetown Main Street Manager to be added to the next Main Street Advisory Board meeting agenda.
- Attend and present Façade & Sign Reimbursement Grant application project to the Main Street Advisory Board for their approval.
- Façade & Sign Reimbursement Grant project construction may commence. Work must commence within 60 days of approval from Georgetown Main Street Advisory Board and be completed within one year.
- Attend the next monthly HARC meeting to receive recognition by the Main Street Advisory Board on being awarded a Façade & Sign Reimbursement Grant.
- Upon completion of Façade & Sign Reimbursement Grant project, furnish photographs of the building’s exterior, roof and foundation; copies of all paid invoices, including copies of cancelled checks and/or credit card receipts, to receive a single payment reimbursement of the approved funding.



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

FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM APPLICATION

Please return completed with necessary attachments and signature to Georgetown Main Street office, 103 W. 7th St. no later than the Monday prior to the first Tuesday of each month. If you have any application questions, please contact the Main Street Manager at 512/930-2027. If you have any building or sign permit/historic preservation questions, please 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
 Uncovering/replacing windows Roof repair Foundation repair
- ◆ Other: _____
- ◆ Details of Planned Improvements for Façade & Sign Reimbursement Grant:
 (attach additional paper if necessary)

- ◆ List Contractor/Project architect Proposals and Total Amounts (please attach original proposals):
- 1. _____
- 2. _____
- 3. _____

◆ **TOTAL COST OF PROPOSED FAÇADE AND/OR SIGN GRANT PROJECT:** _____

◆ **AMOUNT OF FAÇADE AND/OR SIGN GRANT REQUESTED (50% OF TOTAL COST ABOVE):** _____

Attach with all required color samples of paint, awning/canopy, sign design, etc., as well as photographs of building's exterior facade, roof and foundation.

Applicant's Signature *Date*



FAÇADE & SIGN REIMBURSEMENT GRANT AGREEMENT FORM

Please return completed with necessary attachments and signature to Georgetown Main Street office, 103 W. 7th St. no later than the Monday prior to the first Tuesday of each month. If you have any application questions, please contact the Main Street Manager at 512/930-2027. If you have any historic preservation/design questions, please contact the Historic District Planner at 512/930-3581.

I have met with the Georgetown Main Street Manager, 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 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

Applicant's Signature

Date

Building Owner's Signature (if different from applicant)

Date

Georgetown HARC's Approval (obtain signature at HARC meeting)

Date

Georgetown Main Street Advisory Board's Approval

Date