



Possible Amendments to the Façade Grant Program

Staff is requesting direction from Council on potential changes to the Façade Grant Program in order to bring proposed program amendments, including a budget amendment, back to Council on the August 27th agenda.

Decision points include:

- Façade Grant boundaries
- Program funding limits
- Individual project funding cap
- Eligible improvements

Façade Grant boundaries

Current Façade Grant Program:

- Boundaries are the Downtown Festival District as described in the Unified Development Ordinance (UDO) and shown on the attached map. This boundary is primarily a UDO regulatory tool for outdoor service areas. The Façade Grant was expanded to this boundary as it was an easily identifiable boundary that encompassed a larger area of downtown than the Central Business District (prior Façade Grant boundary). If the Façade Grant Program is made available to a larger district, a Façade Grant Program Area would need to be determined.

Potential Changes to the Façade Grant Program (Council direction needed):

- Change the boundary to a separate Façade Grant Program Area?
- Change to Town-wide program?

Program funding limits

Current Façade Grant Program:

- Staff approval
- First-come, first-served
- \$20,000 total budget

Potential Changes to the Façade Grant Program (Council direction needed):

- Possible approval by Planning Board or Town Council?
- Keep approval process first-come, first-served?
- Authorize higher total program budget?

Individual project funding cap - formula changes

Current Façade Grant Program:

- The Façade Grant provides up to 50% of the cost of the exterior rehabilitation based on the following:
 - a. Tier 1 - up to a maximum of \$2,000.00 per façade for paint and awnings, or 50% of the cost, whichever is less.
 - b. Tier 2 - up to a maximum of \$5,000.00 per façade for structural improvements including window replacement, brick repair and repointing, door replacement, ADA accessible entrance improvements, and similar structural repairs or replacement, or 50% of the cost, whichever is less.
 - c. Applicants can submit for one Tier 1 grant and one Tier 2 grant within the same fiscal year; if both are granted, no one property can receive more than \$7,000 in one year.



- d. No more than \$10,000 can be issued to any one property within any 36 month period.
- e. Total grants issued per fiscal year shall not exceed the amount budgeted for that given year.

Potential Changes to the Façade Grant Program (Council direction needed):

- Change the formula to be a percentage based on investment with a higher overall cap per project?
- Should investment considered in the cap represent just the exterior improvements or total cost invested in business?

Eligible improvements

Current Façade Grant Program:

- Eligible exterior improvements include:
 - Removal of false fronts (such as aluminum panels)
 - Repair or replacement of windows, doors, and cornices
 - Repair or replacement of façade materials
 - Repair or replacement of character defining architectural features
 - Repair, replacement, or new ADA accessible entrance (e.g. ramp)
 - New awnings
 - Decorative exterior lighting
 - Exterior painting
 - Design and construction costs

Potential Changes to the Façade Grant Program (Council direction needed):

- Change the program to allow additional improvements in the public space on private property, including but not limited to:
 - Creation of patios or other outdoor service areas
 - Outdoor furniture (tables, chairs, benches)
 - Planters (recommend not to include vegetation as it is not permanent)
 - Streetscape elements (pavers/bricks/bus stops) on private property
 - Other Downtown Plan elements like twinkle lights, ground murals, etc.