

HISTORIC MOSSY CREEK DISTRICT PROPERTY/BUSINESS OWNER MEETING JULY 28, 2025

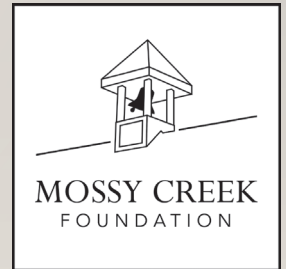


DOWNTOWN IMPROVEMENT GRANT

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HISTORIC PRESERVATION PLANNER

EAST TENNESSEE DEVELOPMENT DISTRICT



TENNESSEE DOWNTOWNS / TENNESSEE MAIN STREET PROGRAM

- **Jefferson City is a Tennessee Downtowns alumni**
- Main Street is a proven strategy for revitalization, a powerful network of linked communities, and a national support program that leads the field
- Four Point Approach
 - **Design** – creating a safe, inviting environment
 - **Economic Restructuring** – strengthen existing economic assets
 - **Promotion** – rekindle community pride and improve investor confidence
 - **Organization** – building partnerships between stakeholders



JEFFERSON CITY: TENNESSEE DOWNTOWNS ALUMNUS

- The City applied to the Tennessee Downtowns program in 2010
 - The City sponsored the program
 - City Council appointed the downtown steering committee
 - Jefferson County Chamber of Commerce provided administrative support
 - Address revitalization of the Central Business District
- Results of Tennessee Downtowns program?
 - Historic Zoning Commission (HZN) established in 2013
 - Mossy Creek Foundation established in 2014
 - Historic Zoning Overlay adopted in 2015





DOWNTOWN IMPROVEMENT GRANT (DIG)

- Tennessee Department of Economic and Community Development (TNECD)
- Up to \$500,000 maximum (\$50,000 minimum) with 25% match
- **At least 50% of the grant project must be for building façade improvements**
 - **Must be for-profit or nonprofit commercial business**
 - **Building must be at least 50 years old to qualify for façade improvements**
- Designed to encourage property and business owners to:
 - Enhance the exterior appearance of their building
 - Preserve historic nature of building and streetscape
 - Drive economic success and increase commercial viability

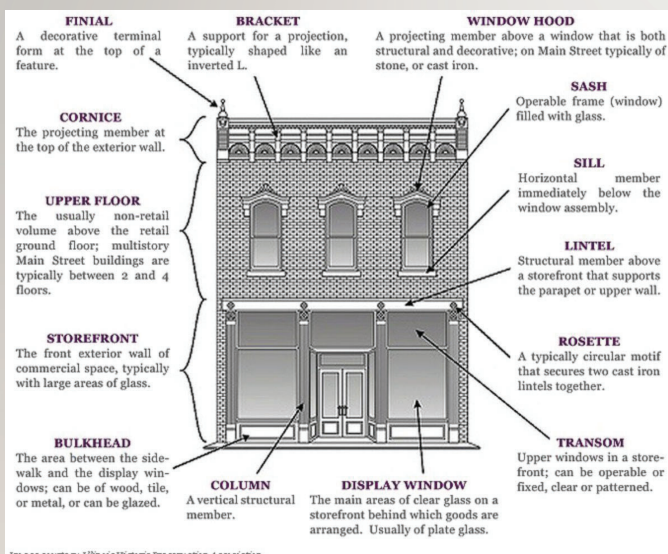
DIG DESIGN GUIDELINES

- Projects must follow the Historic Mossy Creek District Design Guidelines
- Property owners must obtain a Certificate of Appropriateness (COA) from HZC
- Find historic photos of the building if possible
- Some small-scale exploratory demolition may be needed
- Remove inappropriate materials covering the original façade
- Retain original designs, materials, and features original to building



EXAMPLES OF ELIGIBLE PROJECTS: EXTERIOR IMPROVEMENTS ONLY

- Signage
- Painting (NOT unpainted brick)
- Awnings
- Lighting
- Removing vinyl or aluminum siding
- Window and door restoration or replacement (following historic guidelines)
- Storefront restoration or replacement (following historic guidelines)
- Improving visible back and side entrances
- Restoration or replication of historical architectural elements previously lost
- Brick cleaning, repair, and repointing



BENEFITS TO FAÇADE IMPROVEMENTS

- National Main Street research shows façade improvements:
 - Increase in sales the year after
 - Sales increases maintained for several years
 - Sales increases exceeded increases in local taxes
 - Improvements attract new businesses and shoppers to downtown
 - Participants often motivated to make more improvements outside program
 - Neighbors inspired to make improvements to neglected buildings



DIG: FINE PRINT

- Application: interested property owners will have to apply for funding (“subgrantees”)
- Reimbursable: property owner must pay 100% of project expenses upfront and will be reimbursed
- Match: reimbursement will be up to 75% of project cost; 25% to be paid by property owner (“match”)
- Clawback Agreement: deed restriction (5 years) to prevent selling and profiting from the grant-funded improvements
- Eligibility: please confirm your desired project is eligible under the DIG
- Paperwork: required to submit thorough documentation

INTERESTED?

- Write “soft support letters” showing interest in the program
- Confirm your desired project is eligible
- Take before photographs showing need for proposed improvement
- Gather estimates for project work
- Get property owner approval (if tenant)



DIG TIMELINE

- Today – Ask questions!
- August 11th – Confirm interest
- September 2nd – Submit details
- September 12th – DIG application due to ECD
- October 2025 – Grantees announced
- ~ January 2026 - Contracts begin



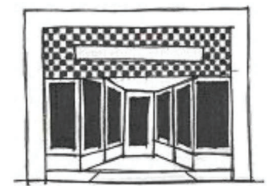
Early to Mid 1800's
Post and Beam Frame
Divided Display Windows
Simple Decoration



Mid to Late 1800's
Boldly Decorated Cornice
Cast Iron Columns
Large Display Windows



Late 1800's to Early 1900
Simple Cornice
Transom Windows
Recessed Entrance



Early 1900's to 1930's
Metal Window Frames
Structural Glass
Recessed Entrance

QUESTIONS?

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