



450 S. Parish Avenue
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JohnstownCO.gov

DOWNTOWN FAÇADE GRANT PROGRAM DESCRIPTION

PURPOSE

The Façade Grant Program is a reimbursement grant program provided to a business and/or property owner for the improvement of existing commercial buildings throughout the Downtown corridor (refer to blue boundary area map). The grant program is intended to serve as a catalyst for significant aesthetic improvements to eligible commercial properties in Downtown Johnstown. Eligible properties must be designated by the Weld County Assessor's Office as "Commercial" prior to applying for the grant program and commercial use of the property must be permitted per the Town's current Land Use Code.

The Town encourages and will prioritize catalytic façade improvements and renovation projects that include a combination of several of the following: structural façade improvements, paint, awnings, signs, addition of architectural detail to façade, façade tile or stone accents, decorative entry walkway area, outside dining with decorative fencing, outside decorative lighting, and new energy efficient windows. Larger projects that include multiple structures, owners, and businesses may also be prioritized.



WHAT YOU NEED TO KNOW

- Façade grants are awarded on a 50/50 matching basis, with a maximum of \$10,000 per building/façade. A single building can only apply every 10 years for façade improvements that have been previously improved through grant funds.
- Signage grants are awarded on a 50/50 matching basis, with a maximum of \$1,000 per business. A single business can only apply once for the lifetime of the business.
- Owners of vacant buildings shall be eligible if the owner's purpose is to rehabilitate the building to attract new commercial tenants.
- Façade and signage grant projects, including submission for proof of payment must be completed within 6 months or by December 31st of the same calendar year; whichever comes first. Extensions may be granted on a case-by-case basis. It is the responsibility of the applicant to request an extension. The Town aims to fund as many projects as

possible and will not earmark funds with applicants who are not completing their projects within the stated timeframe.

- If applicable, business must have a current business license on file prior to submitting a grant application. Grant applications WILL NOT be accepted without a business license on file with the Town Clerk office.
- All real property taxes must be paid in full.

HOW TO APPLY

The applicant will complete and sign the application and submit all supporting documentation to the Economic Development Department at scrosthwaite@johnstownco.gov. PDF or digital scans of documents are preferred. Incomplete or partial submissions WILL NOT be accepted.

Submitting an application is not a guarantee of a grant award and the Town may terminate the Program at any time, for any reason, or when available funds are depleted. Please do not apply for the façade and/or signage grant if you plan to close or sell the business/property.

REQUIRED DOCUMENTS

Please keep in mind each project is unique and additional documentation or details may be requested to assist Town Staff in reviewing your proposed project and application. At minimum, the following is required:

- Signed and completed application form
- Current W-9
- Plans, drawings, or renderings (as appropriate) of proposed renovations (scaled with dimensions)
- Color photographs of the existing conditions of the building; including the area for improvement
- Contractor and/or material bids (no more than 30 days old)

REVIEW & AWARD PROCESS

The Town will review completed applications on a first-come, first-serve basis and award applicants at the sole discretion of the Town, based on the submitted documentation and any other factors the Town deems to be relevant. If an applicant is awarded grant funds, they will receive a grant award determination letter. The applicant may begin the project once a grant award determination letter and required Town permits and approvals have been issued. The Town may, but is not required to, provide a reason for any denial of an application or for the determination of the amount of the grant award. Grants are subject to availability of Town funds, based on the annual approved budget, and prior grant awards. Awarded applicants will have demonstrated the following in their submission:

- ✓ Improvements to the exterior appearance of a building

- ✓ Historical preservation that is appropriate and in compliance with the Downtown Design Guidelines
- ✓ Individual elements (i.e.- awning, signage, painting) may be deemed eligible, but more holistic and permanent façade, or building rehabilitation projects will be prioritized for funding (refer to program purpose)
- ✓ All projects must meet Town codes, standards, and regulations, and receive appropriate permits and approvals prior to commencement of the project.

ELIGIBLE & INELIGIBLE IMPROVEMENTS

Eligible improvements include costs associated with the physical rehabilitation of the front facing exterior of the property. Exceptions regarding “front facing” can be made on a case-by-case basis. All renovation and rehabilitation projects must comply with and meet the intent of the Downtown Design Guidelines. Applicants interested in learning about the history of their building are encouraged to contact the Historic Parish House Museum via email at jhscomuseum@gmail.com.

Eligible Improvements:

- Removal of false fronts and restoration of original storefronts (provide photos of historic storefront)
- Repair of cornices, soffits, and trim
- Repair or replacement of windows and doors with historically-compatible materials and design (preference will be given to energy efficiency upgrades)
- Repair of historically-appropriate façade materials
- Repair and stabilization of foundations, if related to façade improvements
- Installation or replacement of gutters
- Masonry repointing
- Repair or replacement of roofing with historically-appropriate materials
- New cloth or metal awnings
- Exterior painting of full façade(s)
- Demolition of non-historic or incompatible elements
- Alley entrances and façades, where the entrance is for public access
- New permanent signage that enhances Downtown character and streetscape
- Creation of outdoor space/patio
- Murals, if they are professionally done, provide an important aesthetic improvement, and DO NOT advertise and/or promote a specific business or service.
- Creation of ADA accessible customer entrances, not intended for private entrances or residences.
- Labor costs performed by a licensed contractor/business

Ineligible Improvements:

- Work undertaken due to normal wear and tear, including but not limited to: painting of doors, sills, or trim (unless part of a larger rehabilitation project), or roof replacement with asphalt shingles
- Routine or periodic maintenance; such as cleaning, touch-up painting, minor repairs, redecorating or purely cosmetic changes that do not enhance the property's character
- Soft costs and permit fees; such as appraisals, architectural, engineering or design fees, legal, accounting or realtor fees, loan fees, or sales and marketing
- Labor costs that are performed by the applicant
- New additions or enlargements, except as required by building or fire codes and/or outdoor spaces/patios.
- Outbuildings
- Skylights
- Security features
- Any work completed prior to grant award determination

AWARD PAYMENT

The applicant is responsible for contacting the Economic Development Department once the project is complete. The project, including submission for proof of payment must be completed within 6 months of the project date approval. The applicant must provide proof of payment (i.e., stamped paid invoices, cancelled checks, receipt of purchase) for all eligible improvements listed on the grant application. All improvements must fully follow the plans and renderings approved by the Town, and pass all applicable permit and other inspections by Town Staff. The applicant must also submit colored "after" photos of the improvements completed. If improvements are deemed in compliance, the applicant will receive a reimbursement check. Grant awards will only be revised if costs of improvements are less than what was awarded.