

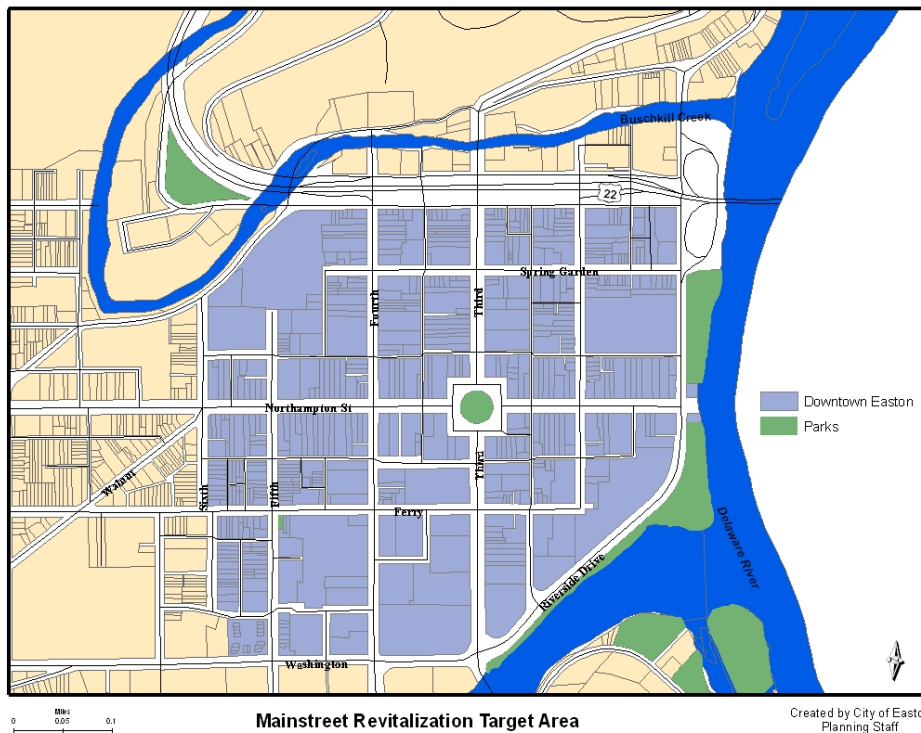
# EASTON MAIN STREET INITIATIVE EASTON, PENNSYLVANIA

## 2017 DESIGN CHALLENGE GRANT PROGRAM AND GUIDELINES FOR BUILDING AND FACADE IMPROVEMENTS

### *Purpose and Scope*

In order to encourage rehabilitation of building facades and improve signage in the downtown business district, the Easton Main Street Initiative program is able to use funds from the Pennsylvania Department of Community and Economic Development to assist property and business owners in paying for improvements, signage, and design costs.

Eligible buildings must be located in the Main Street Area which is indicated on the map below in blue. Any exterior improvements will be considered for the grant including paint, windows, repointing, doors, maintenance, façade repair and signage.



### *Available Funds for Façade Improvements*

This grant program will reimburse property and business owners a fifty percent match of project costs up to \$5,000. For example, if a project costs a total of \$10,000, \$5,000 will be reimbursed. Any project exceeding \$10,000 will only be eligible for a maximum reimbursement of \$5,000. Façade improvement projects exceeding \$25,000 in cost are not eligible for this program.

### ***Available Funds for Signage***

This grant program will reimburse property and business owners a fifty percent match of signage costs up to \$1,500. Sign projects that exceed \$3,000 are only eligible for a \$1,500 maximum reimbursement.

### ***Eligibility Requirements***

Tenants and business owners are encouraged to apply for assistance even if they do not have any ownership in the building. The tenant/ applicant must receive written permission from the owner of the property to be submitted with their application. The property owner and tenant may apply for funding for separate work on the same building. For example, the building owner may wish to replace windows, while the tenant may wish to replace signage. Any applications made for improvements on the same property by the same person must be at least three years apart from completion of project.

Corner properties and properties with two facades visible from public thoroughfares may be eligible for additional funding. Please indicate this on the application.

If the building owner or tenant is proposing to do the improvements themselves, the Main Street Program will reimburse for materials only, and owner or tenant must submit estimates of material prices. If the building owner is a professional contractor, only materials and labor costs for improvements completed by subcontractors will be reimbursed provided an invoice is submitted.

**All applicants must be up to date on the payment of their school and County taxes as well as City of Easton accounts including property taxes in order to be eligible to receive funds.**

**Notification of EMSI Design Challenge grant award must be received by property/ business owner prior to project launch or sign installation.**

### ***Evaluation Criteria and Approvals***

Deadline for submission of completed application is Saturday, July 15, 2017. Applications will be evaluated taking into consideration the following criteria: This is a competitive process. Applications will be evaluated on a point system, taking into consideration the following criteria:

- Location/ Visibility from main corridors
- Aesthetic impact
- Business impact
- Historic impact
- Significance of the Grant to the success of the project
- Use of Building
- Ownership
- Project Amount
- Use of design professional

- Overall proposal of the project
- Applicant's ability to carry out the project

All designs must be in keeping with the Easton Historic District Guidelines and recommendations of the Historic District Commission (HDC). Approval from the HDC, and a related Certificate of Appropriateness (COA) from Easton City Council must be attached to the application. If the COA is pending approval, the application for funds may be approved pending approval by the HDC and Easton City Council. EMSI will award funds based on the project's compliance with standards set forth by the Secretary of Interior for historic restoration and preservation.

Many projects, including signage, will require a City building permit or zoning approval. All proper permits and zoning approval must be received in order to be eligible for funding. Any applicant who received approval for grant funds but who finished the project without proper City approvals will not be eligible to receive funds.

If façade painting is part of the proposed project, the applicant must submit color swatches and a color schemata diagram indicating where each color will be used on the building. The color schemata must be a minimum submission of the manufacturers' color swatches and a print-out photograph of the entire façade clearly indicating where each color is to be used. A professional color rendering of the facade may be submitted but is not required. Although not regulated by HDC, color combination and placement on the building must be approved by EMSI as part of the application approval process.

All information on the HDC, permits and zoning can be found in the Codes and Zoning office on the third floor of Easton City Hall or online at [www.easton-pa.gov](http://www.easton-pa.gov)

### ***Guidelines and Application Process***

1. Contact the Main Street office at 610-330-9940 to answer any questions you may have.
2. Arrange for two to three bids to be given for the work being done along with a time table for completion.
3. If applicable, obtain a Historic District Commission Certificate of Appropriateness (COA) Application from the Codes department, located on the second floor of City Hall or call 610-250-6724 with any questions.
4. Obtain proof of compliance with all taxes associated with the property or business.
5. After completing the application in full, contact the Main Street staff to schedule a meeting to discuss the design and bids. Please bring the application, three quotes from contractors and all supporting documentation.
6. Once the preliminary meeting is finished and the application has been deemed complete, the application will be submitted to the Design Committee for review.
7. If approved, work must begin within 60 days from the date of the grant approval letter and must be completed within 6 months from the date of the grant approval letter. Any modifications to the original design must be brought to the attention of the Main Street office. Designs that deviate from the original without prior approval risk their reimbursement.
8. When all work is complete and all contactors and professional services are paid in full, please forward receipts and cancelled checks for the completed work to the Main Street office for payment.

9. Once all information and receipts are submitted, and prior to any funds being released, the Design Committee will arrange for a site visit to inspect that the work has been completed as per the original application.
10. Applicants may apply for funding for signage, design/architecture services, and façade improvements simultaneously.
11. EMSI reserves the right to withdraw funding for any applicant that does not comply with these guidelines.

**APPLICATION FOR MAIN STREET FAÇADE  
DESIGN CHALLENGE GRANT**

Applicant name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Property Address:

\_\_\_\_\_  
\_\_\_\_\_

Mailing Address:

\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Reimbursement check is written out to:

- Business? Yes \_\_\_ No \_\_\_
  - If yes, please provide Tax ID# \_\_\_\_\_
- Applicant? Yes \_\_\_ No \_\_\_
  - If yes, please provide SS # \_\_\_\_\_

Building owner's name and contact information if different from above:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BUILDING INFORMATION**

Building's Primary Use (please indicate number of residential units if mixed use property):

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Current Tenants, if Owner: \_\_\_\_\_

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Is Building Fully Occupied? Yes \_\_\_\_\_ No \_\_\_\_\_

Development Plan for Building:

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Lease Expiration Date, if Tenant: \_\_\_\_\_

Application is for:

\_\_\_\_\_ Signage (Please indicate sign type)

- \_\_\_ blade (projecting) with lighting
- \_\_\_ blade without lighting
- \_\_\_ painted window sign with lighting
- \_\_\_ painted window sign without lighting
- \_\_\_ awning or canopy with lettering
- \_\_\_ flat, wall or fascia

\_\_\_\_\_ Exterior improvement

- \_\_\_ painting
- \_\_\_ windows
- \_\_\_ doors

gutters/ visible roof  
 repointing  
 other, please specify: \_\_\_\_\_

\_\_\_\_\_ Code compliance/ ADA compliance

\_\_\_\_\_ Professional design services

2.) How long has this business been in operation?

- 10 or more years
- between 3 and 10 years
- less than 3 years

3.) Building use: (check all that apply)

- Retail/restaurant storefront
- Owner occupied commercial
- Tenant occupied commercial
- Commercial property/ mixed use
- Owner occupied residential
- Tenant occupied residential

4.) Was a design professional consulted on this project?    yes     no

If yes, please provide contact information:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Proposed Dollar Amount for completed project: \_\_\_\_\_

Timetable for Completion:

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Do you plan improvements in addition to those that will be covered by the grant?  
If yes, please explain:

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***Please include with your application:***

1. Current photograph(s) of building
2. Cost Estimates (minimum three)
3. Completed Application
4. Letter permitting exterior improvements if not the building owner
5. Applicable diagrams, sketches, pictures, color swatches, etc.
6. Any additional information you may feel helpful in evaluating your application.
7. Historic District Commission Certificate of Appropriateness (COA) Application and/or subsequent City Council approval if already obtained.
8. Completed W-9 form.