



EATONTON MAIN STREET FAÇADE GRANT PROGRAM OVERVIEW

PROGRAM OBJECTIVES

Design changes that take place at commercial properties are a critical part of any successful revitalization strategy. Customers want to shop in an attractive and inviting environment. Property owners want to generate adequate rents from their commercial properties while tenants want to have pride in their place of business. Eatonton Main Street wishes to maintain and improve quality of life for the citizens by fostering economically viable commercial districts.

In order to reach this goal, Eatonton Main Street established a Façade Grant Program. The program offers financial assistance to commercial property owners and business owners seeking to renovate or restore the exterior of their buildings. The grant is allocated to building rehabilitation/renovation projects in the form of a 50% matching grant to business and/or property owners.

FINANCIAL ASSISTANCE

Grant money can be awarded to potential projects annually in the Main Street District. Funding for façade projects are paid through a reimbursement process. Only after the applicant has paid for work to be done will the applicant be reimbursed for up to 50% of that amount. The amount of reimbursement received by each applicant will be determined by how many grant applications are received and how much money is available in the Façade Grant budget. Grant assistance is limited to the amount budgeted by Eatonton Main Street for the program during that fiscal year, which runs from September 1 through August 31.

Type of Work	Submission Requirements	Max Amount
Exterior painting	Paint color chip and type of paint. Note: unpainted brick to be painted is not permitted	\$500
Awnings or canopies	Sample and specification of awning colors (vinyl not permitted). Also, text on the awning is not permitted.	\$750
Restoration or improvement of exterior finishes	Detailed descriptions of techniques to be used. Please consult with a design specialist as to appropriate treatments.	\$800
Window repair/glass replacement	Detailed description of materials involved and colors, if applicable	\$500
Exterior lighting	Diagrams or pictures of sample lighting fixture and indication of placement	\$500
Signage, including symbolic emblems	Diagram or mockup of sign, size, specification of materials, colors and placement on the façade. A business plan must be submitted prior to submission of a façade grant application unless this is a replacement of a sign for an established business. Plastic signs or internally lit signs are not normally approved; there are some exceptions	\$500

ELIGIBILITY CRITERIA

- All improvements must comply with standards set forth by Putnam County's Planning and Zoning Department, Downtown Façade Guidelines, all applicable Building and Maintenance Codes enforced by the City, and all applicable state and federal laws.
- Applicants must purchase all required permits prior to submitting the application.
- Building projects must include any needed maintenance and will not be considered if they do not address current maintenance issues. Maintenance issues include but are not limited to: plants growing

out of or on building, broken windows, unkempt or torn awnings, missing bricks or mortar, deteriorating architectural features, mold growth, damaged entries, and chipping or peeling paint.

- Projects must be completed within the same fiscal year of the façade grant application in order to receive funding.
- Grants are limited to one per business or one per storefront physical address during a 24-month period.

Applicants for participation in the program must meet the following eligibility criteria:

- Applicants must be property owners or be tenants with written permission from property owner
- Commercial properties must be up to date on all property taxes and other applicable fees owed to the City of Eatonton
- Property must be in the Main Street District
- If property is leased, tenant must have a minimum of two years remaining on the lease or an option to renew

The following are not eligible for a façade grant:

- Tax delinquent property
- Property in litigation, condemnation or receivership
- Property owned by a 501(c)3 on which taxes are not levied
- National franchises or retail chain stores

ELIGIBLE IMPROVEMENTS

- Removal of materials which cover original architectural details
- Repair and/or replacement of original architectural details
- Window repair or replacement including window framing (must match original in size, style and scale)
- Door improvements and replacement
- Painting and/or repair of façade
- Exterior lighting
- Gutters and downspouts
- Awnings
- Other aesthetic and functional hardscape improvements

INELIGIBLE IMPROVEMENTS

- Interior improvements
- Removal of architecturally important features, as determined by Eatonton Main Street
- New construction and additions
- Sweat equity (payments for labor)
- Planting or landscaping
- Painting brick

PROCEDURES

The application process is more particularly defined below.

1. Applicant picks up an application for a Façade Grant from the Eatonton Main Street office located at 201 N. Jefferson Avenue or by downloading from the Eatonton Main Street website located at www.downtowneatonton.com.
2. Meet with the Main Street Manager to review your plans.
3. Applicant emails or mails the completed application to Eatonton Main Street along with color photographs that show existing building conditions, detailed sketches or drawings of the proposed improvements (including placement, color, dimensions and materials), copies of invoices and any other additional information that may be considered during the review process. Mailing address: Eatonton Main Street, PO Box 4384, Eatonton, GA 31024.
4. If you are a tenant, ensure that the landlord's signature appears on your completed façade grant application.
5. Eatonton Main Street will review the application and determine the grant amount the applicant will receive.

6. Eatonton Main Street will notify the applicant of the results by email within 30 days of the application being received.
7. Applicant must submit copies of cost documentation (invoices, etc.) to Eatonton Main Street in order to receive reimbursement. Reimbursement will not be made until after the project has been completed.

FUNDING AVAILABILITY

Because funds are limited, Eatonton Main Street reserves the right to reject any project that is determined inappropriate, does little to achieve the purpose of this program, or if funding is not available.

CHANGES TO THE FAÇADE AFTER COMPLETION

Participants must agree not to change or alter the improved façade without prior written approval from the Eatonton Main Street for two years from the date of award notification.

APPLYING FOR MULTIPLE FAÇADE GRANTS

A property owner can apply for multiple façade grants in a year if that property owner owns multiple storefronts in the Main Street District. The property owner can apply for a façade grant for all of their storefronts at once; however, it is not guaranteed that the property owner will receive a façade grant for all of the storefronts.

A property owner or business owner who receives a façade grant may reapply for another faced grant two years after being awarded a façade grant.

ADDITIONAL INFORMATION

- **It is required that all potential applicants to meet with the Main Street Manager prior to filling out the application.** To contact our director, call 706-749-9150 or email director@downtowneatonton.com.
- Costs associated with government approvals, building permits or taxes are the responsibility of the building and/or business owner. When planning your new façade keep in mind that your building is an integral part of the historic streetscape of Eatonton. Changes should reflect and complement the character of the surrounding area as much as possible. Eatonton Main Street is sensitive to historic preservation and applicants are expected to propose design consistent with the historic character of the buildings
- **Façade:** defined as the entire exposed exterior surface of a building that fronts a public street. Any elevation not containing the main entrance but fronting a public street exposed to public view will be considered a secondary elevation and may be eligible for a façade grant.
- **Storefronts:** should have plain (clear low-E) storefront glass facing the street. If the traditional storefront has been compromised, it is preferable to reinstate the large storefront glass for future retail use. Original doors (often with glass panels) should be retained. Do not install residential style doors on a commercial building.
- **Masonry:** is fragile and should be handled with care. Do not use abrasive methods for cleaning, such as sandblasting, as this causes spalling and over time the bricks disintegrate. Do not use hard cement or “quickcrete” for pointing; softer (Type N) mortar should be used. Do not paint unpainted brick. Once painted it is a maintenance task for life; removing paint later is very difficult and costly, and may damage the brick.
- **Windows:** repair or replicate with original materials as much as possible. If original windows have been replaced with aluminum, paint with a primer that allows raw aluminum to be painted, allowing it to blend in better with its surroundings. Avoid changing the number, shape or position of original windows. Avoid filling in original window openings; you’re encouraged to reinstate transoms or other windows previously blocked.
- **Main Street District Boundaries:** the façade grant program only applies to buildings in the downtown area as defined in maps located at www.downtowneatonton.com
- For full details and guidelines on this program review the Designing Downtown brochure, “[Downtown Commercial Buildings](#)”.



FAÇADE GRANT PROGRAM APPLICATION

APPLICATION CHECKLIST

Please assemble the application package in the sequence indicated below and label each item. Check off each item to ensure you are submitting the documents correctly:

- Completed application (required)
- Two color photographs that show existing exterior building conditions (required)
- Detailed sketches or drawings of the proposed improvements (including placement, color, dimensions and materials) (required)
- Invoices, receipts, proof of associated costs, etc. (required)
- Additional information attached (optional)

Prior to submitting an application, applicants are required to meet with the Main Street Manager about their project. They must also be given approval from the Historic Preservation Commission before submitting their grant application if they are altering or replacing windows and/or doors. The applicant must also meet with the Planning and Development Department to verify zoning and the adherence to applicable codes.

I have:

- Met and discussed my proposed project with Main Street Manager
Date of meeting: _____
- My project was approved by the Historic Preservation Commission (if needed)
Date of meeting: _____
Date of Commission approval: _____
- Met with Planning and Development Department
Date of Meeting: _____

GENERAL INFORMATION

Name of Applicant: _____

Name of Business: _____

Project/Business Address: _____

Phone Number: _____

E-mail Address: _____

Type of Business: _____

Applicant is the:

- Property Owner
- Business Owner
- Other: _____

How long has the business been at the current location? _____

Do you own the property at which the business is located? No Yes

If not, when does your current lease expire? _____

Do you have the option to renew your lease? What are the terms?

Property owner's name (if different from applicant): _____

Property owner's address: _____

Property owner's phone number: _____

Note: If you are not the property owner, please have the property owner or an authorized representative co-sign this application where indicated in the General Conditions.

PROJECT DETAILS

Please describe below in detail the proposed improvements to the property. The following must accompany this application (attach additional pages if necessary):

- Two color photographs that show existing building conditions
- Detailed sketches or drawings of the proposed improvements (including placement, color, dimensions and materials)
- Invoices, receipts, proof of associated costs, etc.

Description of proposed improvement (e.g., new doors/windows, lighting, paint, etc.):

Project Budget: _____

How much funding assistance are you requesting? _____

Project Start Date: _____

Project Completion Date: _____

In conjunction with this project, are you completing any other renovation/rehabilitation work to the property (interior or exterior)? No Yes

If answer is "yes" to above question, describe additional work: _____

Cost of additional work to building: _____

Signature of Applicant: _____

Date: _____

GENERAL CONDITIONS

It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances, and other applicable regulations. It is expressly understood and agreed that the applicant will not seek to hold Eatonton Main Street or the City of Eatonton, and/or its agents, employees, officers and/or directors liable for any property damage, personal injury, or other loss relating in any way to the Facade Grant Program. The applicant:

- shall be responsible for maintaining valid and sufficient insurance coverage for property damage and personal injury liability relating to the Facade Grant Program.
- agrees to maintain the property and improvements, including, but not limited to, promptly removing graffiti, trash, and sweeping in front of the property.
- agrees to return the grant money received if the improvement is removed within two years.
- authorizes Eatonton Main Street to promote an approved project, including but not limited to, displaying a sign at the site during and after construction, and using photographs and descriptions of the project in Downtown Eatonton materials and press releases.
- has read and understands the "Eatonton Main Street Façade Grant Program Overview" document outlining program guidelines and procedures.
- understands that Eatonton Main Street reserves the right to make changes in conditions of the Facade Grant Program as warranted.

Signature of Applicant: _____

Date: _____

If applicant is not the property owner, please have the property owner or an authorized representative review and co-sign this application below.

OWNER AUTHORIZATION

As owner of the property located at _____ I have reviewed the above application and authorize operator of _____ at said address to perform the facade improvements described above as part of the Eatonton Main Street Façade Grant Program.

Signature of property owner or authorized representative:

Date: _____