



FACADE INCENTIVE GRANT PROGRAM

APPLICATION AND INSTRUCTIONS

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Kennesaw Downtown Development Authority

Façade Incentive Grant Program

The Kennesaw Downtown Development Authority (“KDDA”) has established a Façade Incentive Grant Program (“Façade Program”) that will offer technical and financial assistance to property owners seeking to renovate or restore building façades within our designated target area. The KDDA’s target area is KDDA metes and bounds (map attached) (“KDDA Area”). To be eligible for façade assistance, the building must be more than Twenty-five (25) years old.

The program seeks to revitalize the KDDA Area by improving the physical appearance of older buildings located there. The Program makes available up to Five Thousand and 00/100 Dollars (\$5,000.00) for exterior rehabilitation of commercial and mixed-use structures in the KDDA Area. This grant is exclusive of, and in addition to, any other financing, loans, or grants which might be available to property owners or tenants. The KDDA will provide these grants for well-designed improvements that coordinate the important features of a storefront or existing freestanding building into a more attractive image, include restoration of architectural details, removal of dated and inferior façade treatments, improved windows and doors, and well-proportioned signs and lighting.

The term façade is generally the front of a building or any of its sides facing a public right-of-way. Any building wall that is visible from a public street is eligible to be part of the Façade Program. Generally, for buildings with little or no side setbacks from adjacent building, only the front wall will be considered. Corner buildings can request funding for more than one side of the structure. The greatest emphasis shall be placed on the first floor façade, as it is the most visual part of the building to pedestrians.

Upgrading the image of the commercial district requires the evaluation of each proposed improvement. It is important that all of the elements of the façade be coordinated in an approach that respects the building’s location and neighboring structures, and makes a noticeable visual improvement. When feasible, the KDDA will encourage multiple projects within a given block or area, so that the positive impact is maximized. The KDDA will consider all of these factors in determining approval, modification, or rejection of each application.

Improvements that Qualify for Funding through the Façade Program.

Pedestrians are more likely to window shop when given a variety of interesting display windows. Storefronts should be oriented to the pedestrian and provide visual interest both day and night. Every effort should be made to facilitate access into the commercial space and to create an image that reflects the special character of the building or store. First floor improvements shall be a high priority for consideration in this Program.

The following elements are encouraged in the context of a comprehensive façade renovation:

- ❖ Cleaning, repainting, or re-siding of buildings;
- ❖ Appropriately scaled window areas for displays or for viewing the interior of a retail business, restaurant or service business, with lighting to facilitate night viewing;
- ❖ Restoration of details in historically-contributing or historically-significant buildings and removal of elements which cover or detract from architectural details;
- ❖ Window replacement and window framing visible from the street;
- ❖ Street level building entrances that contribute to an active street life;
- ❖ Landscaping features where appropriate, such as window boxes or planters;
- ❖ Awnings or canopies, where these can be both functional and visually appealing;
- ❖ Lighting;
- ❖ Railings and fencing;
- ❖ Screening of less attractive views.

Other improvements may be made, if they meet the objectives of the Program and have prior written approval of the KDDA. ***Only renovations of existing structures qualify under this Program.***

All improvements must comply with standards set forth in the City's zoning and building codes. Improvements to buildings without significant architectural features must be carefully designed to be in scale with both the existing structure and neighboring structures. Buildings with significant architectural qualities must restore and maintain those features.

The following elements are discouraged for assistance:

- ❖ Unattractive ground floor window areas, which do not allow or encourage viewing of the interior of the restaurant, business or store;
- ❖ Overpowering signs;
- ❖ Removal of architecturally important features;
- ❖ Installation of plastic, metal or vinyl awnings or canopies;
- ❖ Alcoves or recesses in the building wall that may encourage loitering;
- ❖ Loading docks or parking entrances and exits that disrupt the flow of pedestrians;
- ❖ Store entrances that do not relate well to the sidewalk; and,
- ❖ Interior improvements, unless necessary and integral to the renovation of the exterior of the building.

Projects underway or started prior to receiving written approval from the KDDA are ineligible to participate in the Façade Program. Labor (sweat equity) completed by the property owner/business owner is not reimbursable as part of this Program.

The applicant, by participating in this Program, agrees not to cover or hide the architectural details of the building (e.g., columns, railings, window frames, etc.) with any materials (e.g. signage, products for display, etc.). ***The primary goal of this Program is to highlight the architectural details of downtown buildings.***

Eligibility to Participate in the Program.

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

- ❖ Applicants must be a property owner or tenant operating a retail business, restaurant, service establishment or office with frontage on a street designated for revitalization by the KDDA;
- ❖ Hotels and motels are eligible;
- ❖ Other uses, such as a bed & breakfast, workforce housing, and weekly rental apartments may be eligible on a case-by-case basis;
- ❖ Tenants must have written approval from the property owners;
- ❖ Mixed use buildings are preferred;
- ❖ Improvements must comply with State, Federal, and local statute or code requirements;
- ❖ Applicants must comply with all State, Federal, and local laws and regulations pertaining to licensing and permits; and,
- ❖ Applicants must have a current City of Kennesaw business license for this Program if operating a business.

Technical Assistance.

The Program offers assistance with conceptual design and allows applicants to work with an architect recommended by the KDDA to prepare drawings. Such work by the selected architect will be on a very limited basis. The applicant agrees to hold the KDDA harmless from work by its recommended architect. The KDDA shall not guarantee the work of its recommended architect. An applicant is not required to work with the architect recommended by the KDDA, and may work with another architect or consultant, but such costs for the alternative architect will not be reimbursable as part of this Program. The KDDA strongly recommends that an applicant work with the recommended architect as he or she will be familiar with the requirements of this Program. Early meetings with the KDDA are necessary to help avoid any misunderstandings as to the eligibility of proposals.

Some questions to consider (and which the KDDA will be happy to discuss) include:

- ❖ What really needs to be done to the building?
- ❖ How much will it cost?
- ❖ Does the building have historic or architectural merit?
- ❖ How does the building fit in with neighboring buildings?
- ❖ How can this relationship be enhanced by façade improvements?
- ❖ Are there several different ways to solve the building's problems? Which is best?

The KDDA desires, whenever possible, to coordinate multiple projects utilizing one architect and/or contractor to provide for a more comprehensive and less expensive work for all parties involved. ***However, it will be the responsibility of the applicant to execute an agreement with a licensed and insured contractor.*** The KDDA shall not be liable for the cost of such work. That cost shall be the responsibility of the property/business owner ordering the work. Additionally, the KDDA shall not guarantee the workmanship of any façade improvement. The KDDA shall have the right to refuse reimbursement to the property/business owner if the KDDA believes the work is unsatisfactory or the improvements are not being completed according to the approved request.

Applying for a Grant from the Façade Program.

A meeting with the KDDA followed by the filing of a completed application form is required for participation in the Program. The application form and architectural drawings are not required for the initial meeting. The owner for each building that is requesting financial assistance must complete a separate façade program application. With the application, the applicant is required to include contact and scope of work information including an itemized cost for each element of work. The applicant will need to require a cost proposal for each part of work for which he or she is requesting façade program assistance.

Grants will be provided in an amount up to Fifty Percent (50%) of the total project cost, to a maximum of Five Thousand and 00/100 Dollars (\$5000.00) per project. Additional amounts may be considered on a case-by-case basis.

Grant Requirements.

- ❖ Projects should be approved prior to the beginning of construction.
- ❖ Projects must be started within Thirty (30) days of approval and completed within One Hundred Twenty (120) days of the date of approval. Extensions of the completion period may be granted for inclement weather, or the ordering of special buildings materials. The maximum extension permitted is One Hundred Twenty (120) days. If the applicant requests an extension in writing, the KDDA will notify the applicant of its approval or denial.
- ❖ All plans must be submitted to the KDDA and the Historic Preservation Commission (“HPC”) for approval.
- ❖ Work done in advance of this approval may not be funded. Any design changes must be approved by the KDDA and the HPC before work begins.
- ❖ The property owner shall sign an agreement that any exterior changes to the structure that are made, at any time, during the Ten (10) years from and after the last date of a renovation completed with a grant provided under the Façade Program must be approved by the KDDA and HPC. If such permission is not obtained and either the KDDA or the HPC finds that the unapproved changes are inconsistent with the changes funded through the Façade Program, the owner who received the grant under the Façade Program may be required to reimburse the KDDA for some or all of the grant money provided under the Façade Program.

- ❖ Licensed contractors must perform all work and building permits must be obtained as needed. Upon receipt of a grant award, a building or project will be ineligible to receive another grant award for a period of no less than Five (5) years.

The KDDA will accept Program applications on a quarterly basis. Applications must be submitted by the 3rd Monday of the last month of each quarter. Priority will be given to projects that have a significant visual and economic impact on the surrounding streetscape and/or demonstrate dedication to the preservation of the historic integrity of the building. The intended use of the property shall follow the established plan for its area and/or shall further the goals of the Kennesaw Downtown Master Plan and the KDDA's revitalization effort. If an applicant's request for a grant is denied, he or she may submit a revised application for consideration as early as the next quarter following the denial.

Reimbursement Payments.

The KDDA will provide funding on a reimbursable basis with the property/business owner.

- ❖ To be eligible for reimbursement by the KDDA, the owner shall provide all of the following: evidence of payment(s) (i.e., copy of check) made to contractor; a copy of each payment application; interim and final lien waivers from contractor, and, an affidavit of final payment from the contractor that it has paid all subcontractors and all materialmen on the project.
- ❖ A cash receipt is only permitted for limited purchases and services.
- ❖ In all cases of assistance, the owner shall provide one copy of the executed agreement with the selected prime contractor for improvements to the KDDA.
- ❖ The KDDA shall only provide reimbursement upon completion of the renovation project.
- ❖ Prior to final payment by KDDA, all work must be completed in a quality manner and must comply with the plans approved by the KDDA.
- ❖ An appointed KDDA and HPC member will inspect the completed work to assure historic guidelines have been met and issue a report to the KDDA.

Funds Availability.

The KDDA has budgeted a limited amount of funds to implement this Program. The KDDA can expand the project when it has additional funding.

Façade Program Payback.

The KDDA Façade Improvement Program shall not require payback of funds to the KDDA unless the following conditions apply:

- (1) If the program applicant is the property owner, then the façade assistance will be required to be paid back to the KDDA if the property is sold or demolished within Two (2) years from payment of the façade assistance. A lien may be placed on the property for the duration of this Two (2) year period.

- (2) If the program applicant is a business owner, then the façade assistance will be required to be paid back to the KDDA if the business is sold at its downtown location within a Two (2) year period. The applicant may be required to execute the necessary legal documents required to assure this condition of payback within this Two (2)-year period of façade completion. A recorded document by the property owner may replace this requirement.
- (3) After the initial renovations that were approved by and paid for Façade Program funds, additional exterior renovations are made:
 - (a) Within Ten (10) years of the Façade Program renovations; and,
 - (b) The additional renovations were not approved by the KDDA and the HPC; and,
 - (c) The KDDA or the HPC finds the additional renovations are inconsistent with Façade Program renovations.

Project Sign.

If any or all of the façade work includes the rehabilitation of property including Grant funds, the property owner and/or business owner shall agree to display, during the rehabilitation process, one or more signs identifying the Project as a recipient of financial assistance from the KDDA and Grant provider. The KDDA will furnish the sign(s) at its expense.

Waiver of City Building Permit Fees.

The City of Kennesaw may waive all or a portion of permit fees for projects participating in this program. Such waiver of permit fees cannot exceed Five Hundred and 00/100 Dollars (\$500.00) per façade project. In addition, the applicant is still required to acquire any necessary permits for the project.

Processing Steps.

1. Complete and return the application to: KDDA, 2529 J.O. Stephenson Avenue, Kennesaw, GA 30144 with a One Hundred and 00/100 Dollars (\$100.00) application fee (Fifty and 00/100 Dollars (\$50.00) for a revised or resubmitted application).
2. A KDDA member will visit the site to discuss the proposed improvements.
3. Submit costs estimates and drawings to the KDDA.
4. The KDDA reviews the estimates and issues and approval letter and authorization to proceed.
5. Obtain permits and HPC Certificate of Appropriateness, where appropriate, for the required work and submit copies to KDDA staff.
6. Pay for the completed construction work and submit the documentation required for reimbursement to the KDDA.
7. Inspection and report to KDDA by KDDA and HPC members.
8. Upon approval by the KDDA at its regularly scheduled meeting date, a check will be issued.

Application for KDDA Facade Incentive Grant Program

*All requirements, terms and conditions as defined in the Kennesaw Downtown Development Authority
Facade Incentive Grant Program Application and Instructions dated September 2011 shall apply.*

Name of Applicant and Project: _____

Address of Applicant: _____

Telephone # and cell # of Applicant: _____

Email address of Applicant: _____

Address of work: _____

Email address of applicant: _____

Owner of address that work will be performed: _____

Age of building being considered for renovation: _____

Type of work (itemized with documented cost proposal for each work element, photographs, plans, paint
color samples, etc.) to be completed:

Total cost of work to be completed: _____

Amount of funding requested of KDDA to complete work: _____

I, the applicant, have read and understand the KDDA Façade Incentive Grant Program and agree to abide
by the conditions as set forth in this Program.

Signature of Applicant: _____ Date: _____

Signature of Owner (if different from Applicant) consenting to work to be performed on said property:

_____ Date: _____

Approval of KDDA:

Chairman

Date

Amount of funds approved by KDDA: _____

KDDA Office Only: Received by _____ **Meeting Date:**

Approved for Concept: _____ **Denied:** _____