

\* Apply by the 1st of the month to receive a response by the 5th of the following month. \*



## 2016 FAÇADE & SIGNAGE GRANT PROGRAM

This program directly supports two PMSA Objectives:

- Objective #1 A pedestrian-friendly, well-appointed, high-quality Main Street corridor.
- Objective #8 A critical mass of destination retail and services that positions Perry in people’s minds as a destination.

**Program Description:** This is a recipient-match grant program that focuses on façade work and signage, and seeks to encourage local economic growth and development by making the downtown area an attractive area to live, work, play and do business. It targets façade improvements and perpendicular signage. What’s a recipient match grant program? The applicant may receive up to 50% of the total project cost from this grant program. The other 50% must be supplied via another source of funds.

Façades	Signage
Façade grants support improvements that contribute to the overall streetscape aesthetic of the downtown district and aim to improve individual building image and functionality for business/building owners. This program is a perfect fit for building owners who are interested in making improvements for any reason—including changes needed to meet property maintenance needs.	Clear signage, especially perpendicular signage, in a variety of shapes and sizes makes a significant impact on the pedestrian experience.  Perpendicular signs along sidewalks reinforce that Perry is pedestrian-friendly, and they add visual interest, clarity and a sense of quality to the downtown** zone. They invite people to get out and explore, and build brands for businesses.
Applicants may apply for up to: \$1000	Applicants may apply for up to: \$1000

**Who May Apply:** Building owners and/or business owners (or a joint venture of these two parties) of commercial properties located within the C-1 district are eligible to apply, with the exception of publicly owned buildings. Properties must be in conforming use under the Village zoning ordinance(s) except a commercial use that is non-conforming due to lot, bulk, or yard requirements and/or has a variance. Business owners who don’t own the property may apply, but written permission from the building owner and proof of leasehold is required. Properties with outstanding tax assessments or code violations are not eligible unless the grant is primarily intended to reverse property maintenance violations. Open to all PMSA members in good standing.

**Frequency:** One grant per year per property owner and/or tenant per building or address.

**Grant Terms:** Grants made via this program shall not exceed \$1,000 per application. The applicant provides at least 50% funds match to the total project cost. Grant funds are distributed upon successful completion of the project and certification by the PMSA.

**Funding Source:** This matching grant program is funded primarily through the PMSA Mayor’s Fund, which is funded by individual donations that are tripled via a match by the mayor and other generous donors.

**Application Submission and Review:** PMSA promotes this program, and accepts applications that are solicited and unsolicited. The PMSA requests that the Village of Perry property maintenance officer provide information about this program to parties who qualify to use it for targeted improvements. PMSA reviews all proposals and makes awards based on the availability of funds, and application scoring.

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Submit completed forms and attachments directly to PMSA via physical mail or email ([questions@iloveperryny.com](mailto:questions@iloveperryny.com)) for initial review.

If the proposed design does not meet the Design Guidelines, PMSA representatives will meet with the applicant to discuss solutions and revise the application prior to committee review. The review committee meets monthly to review and approve grant applications that meet design guideline criteria.

Successful applicants will receive a letter of intent to provide project funds. Sometimes mitigating circumstances arise that do not allow an applicant to complete the approved plan. Minor changes may be authorized by the PMSA review committee in advance. Unapproved, substantial deviations will result in withdrawal of a grant award.

<b>Rules &amp; Requirements</b>	
	<p><b>Design Guidelines:</b> Applicants must comply with Design Guidelines created to support both historic preservation and appropriate modernization using high quality materials to achieve a pleasant and cohesive downtown look.</p> <p>Design Guidelines may be found at: <a href="http://www.iloveperryny.com/Guidelines">http://www.iloveperryny.com/Guidelines</a></p>
	<p><b>Eligible Expenses:</b> Exterior repairs and renovations on commercial storefronts and facades visible to public streets, public parking and pedestrian walkway areas in compliance with Design Guidelines. Exterior eligible expenses include but are not limited to the following:</p> <ol style="list-style-type: none"><li>1. Perpendicular signage.</li><li>2. Repair and/or replacement of original building materials and deteriorated or missing decorative details that restore historic elements.</li><li>3. Repair of non-original materials unable to be removed due to structural integrity of the underlying original building material.</li><li>4. Design and maintenance improvements made to the front, rear, or side building elevations.</li><li>5. Cleaning of exterior building surfaces.</li><li>6. Tuck pointing and masonry repair.</li><li>7. Painting.</li><li>8. Repair, replacement or addition of entrances, doors, display windows, transoms or second story windows.</li><li>9. Removal and/or repair of existing signs and awnings. New signs and awnings compatible to the Design Guidelines. PMSA has guidelines for perpendicular signage.</li><li>10. Other items that are viewed as necessary or complementary to exterior renovations of the property.</li></ol>
	<p><b>Ineligible Expenses:</b> Roofing repairs, new building construction, interior work, purchase of property, buildings, equipment, fixtures and furnishings, inventory or operating capital. Projects completed prior to grant application are not eligible.</p>

**Interested?** Please contact PMSA at [questions@iloveperryny.com](mailto:questions@iloveperryny.com) or 585-237-8715 to discuss your façade plans and to determine if the proposed project is eligible for grant assistance under the terms and conditions of this grant program.

**Additional Resources:** The Village of Perry BIL program may also be available to applicants as a source of short-term loan funds that may be compatible with work associated with this program.

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## PMSA FAÇADE & SIGN GRANT APPLICATION

### APPLICANT CONTACT INFORMATION

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Property address (must be within Downtown):  
\_\_\_\_\_

### BUILDING OWNER INFORMATION AND CONFIRMATION (if different from applicant)

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

I approve this project. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### GENERAL INFORMATION

**Historic Preservation:** What year was this building constructed? \_\_\_\_\_  
Is this building listed on the National Registry of Historic Places? \_\_\_\_\_  
If yes: You may be eligible for tax credits. Would you like more information on Tax Credits? \_\_\_\_\_

**Project Narrative:** Please briefly describe the work you propose to do for this project and attach a design plan / rendering of work to be completed. Include paint, awning color samples, architectural renderings or computer-generated images of both the current and completed façade where possible:

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

Are you interested in receiving free design assistance for this project? \_\_\_\_\_  
Will you be using the services of a design professional for this project? \_\_\_\_\_  
Project Start and Estimated Completion Dates: \_\_\_\_\_  
Note: Work must be complete within 90 days of approval. Extenuating circumstances will be considered.

### PROJECT BUDGET:

What is the total estimated cost of this project? \_\_\_\_\_  
Please attach a contractor's estimate that itemizes the major components of the project.

Award request amount: \$\_\_\_\_\_ (This is a matching funds program, up to \$1,000. For example, a \$1,200 project may apply for \$600. A \$2,500 project may apply for the maximum amount of \$1,000.)

### Required Supporting Application Materials Check List:

- A recent photo showing current condition of the building. Historic photos if applicable.
- Color samples for paint and canvas.
- Scale drawing showing alterations.
- Copies of itemized cost estimates from contractors.
- If the project is being carried out by a tenant, written approval from the property owner and evidence of leasehold interest must be provided (property owner must also sign this application).

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- Signage applications shall include the signage specifications and dimensions, a copy of the design, prepared by a signage company and at least one professional quote for production and installation.

Applicants are responsible for determining required permits (ie signage permit, building permit), which are required along with receipts for expenses in order to be reimbursed for the amount of the grant.

**CERTIFICATION**

The information submitted herein is true and accurate to the best of my knowledge. I have read and understand the conditions of the PMSA Façade & Signage Grant Program and agree to abide by its conditions and guidelines.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Refer to the Design Guidelines for ideas and detailed information. Application scoring criteria appear below for reference:

	<i>Points</i>	<i>Description</i>
IMPACT	4 points	The location, prominence and visibility of the façade project or signage and its role in helping achieve PMSA Objectives 1 & 8.
QUALITY	4 points	For signs, consider dimensionality of the sign, quality of the materials, bracket, lighting and finishes, durability, longevity. For facades, overall quality of proposed project work.
DESIGN	4 points	Consideration will be given to a well-conceived project. Creativity in execution, and appropriateness relative to neighbors and to overall environment will also be considered.
VALUE	4 points	The amount requested as a percentage of the total cost of the project*

\*On the scoring scale, a 20% or lower ratio yields 4 points (i.e. a \$2500 sign requesting \$500, or a \$1000 sign requesting \$200), a 30% ratio yields 3 points, 40% ratio yields 2 points, a 50% ratio yields 1 point.)

\*\*Eligible buildings will have zero lot lines. That is, they will be up against sidewalks with no setback, in an environment that benefits these types of signs. The goal of the program is to foster a density of perpendicular signage in high-visibility, pedestrian-oriented areas.

**To submit via mail, send an application and all necessary documentation to:**

Perry Main Street Association, Inc. \* ATTN: Façade & Signage Grants\* PO Box 186 \* Perry, NY 14530  
Questions? Call 585-237-8715 or email: questions@iloveperryny.com

.....FOR PMSA USE ONLY.....

Received: \_\_\_\_\_ Verified: \_\_\_\_\_

Approved: \_\_\_\_\_

Modifications: \_\_\_\_\_

Completed: \_\_\_\_\_ Certified: \_\_\_\_\_

Paid: \_\_\_\_\_