

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



FAÇADE & SIGNAGE GRANT PROGRAM

OVERVIEW

This program provides grants for perpendicular signage or façade work that meet the design guidelines. Applicants may apply for up to 50% of a project's cost. Up to \$1000.00 may be awarded to an application.

Why is the program offered? To support business and property owners, and to directly support two Perry Main Street Association objectives:

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

PROCESS

- 1) **Get Started.** Review this application, including the Project Types & Expenses for suitability to goals.
- 2) **Design Guidelines.** To be funded, projects must comply with: <http://www.iloveperry.com/Guidelines>

The community design guidelines serve to support historic preservation and appropriate modernization using high quality materials to achieve a pleasant and cohesive downtown appearance.

- 3) **Apply.** Gather materials and submit an application, including any attachments. Email is preferred.

Application scoring criteria:

	<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 project cost*

*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.)

- 4) **Decision.** Applications are reviewed monthly. Apply by the 1st of the month to receive a response by the 5th of the following month. To be funded, the work must be in compliance with the design guidelines. If appropriate, PMSA may offer ideas to achieve alignment before a decision is communicated.
- 5) **Project Review.** Funding is released *after* completed projects are reviewed to ensure finished work is in line with the application. When you're ready, send us an email to request a completed project review.
- 6) **Funding:** Funding is released upon successful completion of project review. Sometimes circumstances arise that require changes to an approved plan. Minor changes may be authorized in advance. Unapproved, substantial deviations can result in withdrawal of a grant award at the grantors discretion.

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PROJECT TYPES & EXPENSES

FAÇADES	PERPENDICULAR SIGNS
Façade grants support improvements that contribute to the overall streetscape aesthetic of the downtown district and aim to improve individual building image and functionality.	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 help build brands for businesses.
This program may be used to make improvements that meet the design guidelines for any reason—including property maintenance needs.	

**Eligible buildings will have zero lot lines. 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.

Eligible Expenses: Exterior repairs and renovations on commercial storefronts and facades visible to public streets, public parking and pedestrian walkway areas. Exterior eligible expenses include but are not limited to the following:

1. Perpendicular signage.
2. Repair and/or replacement of original building materials and deteriorated or missing decorative details that restore historic elements.
3. Repair of non-original materials unable to be removed due to structural integrity of the underlying original building material.
4. Design and maintenance improvements made to the front, rear, or side building elevations.
5. Cleaning of exterior building surfaces.
6. Tuck pointing and masonry repair.
7. Painting.
8. Repair, replacement or addition of entrances, doors, display windows, transoms or second story windows.
9. Removal or repair of existing signs and awnings. New signs or awnings that meet design guidelines.
10. Other items that are viewed as necessary or complementary to exterior renovations of the property.

Ineligible Expenses: 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.

RULES & ELIGIBILITY

ELIGIBILITY: Open to PMSA members with current memberships. Business owners and/or owners of commercial properties (or a joint venture of these two parties) 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 a subject 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 violations.

PMSA accepts applications that are solicited and unsolicited. 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. All proposals are reviewed and awards are made based on application scoring criteria and the availability of funds.

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

TERMS: Maximum award is \$1,000 per application. At least 50% of total project funds must come from another source. Projects must be certified within 180 days of award notification to receive funding unless an exception is approved. Exceptions must be requested within 150 days of award notification.

FUNDING SOURCE: This matching grant program is funded through the PMSA Mayors Matching Fund.

Interested? Please email questions@iloveperry.com with a description of your project plans to determine if the project is eligible for funding 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.

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.

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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).

- 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.

PLEASE NOTE: To be successful, applications must be in compliance with community design guidelines (<http://www.iloveperryry.com/Guidelines>). If a project does not meet the design guidelines, a representative may contact the applicant to offer ideas to bring a project into alignment before a decision is communicated. Funding is released *after* successful review of the completed project as described in the PROCESS section, on page 1.

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: _____

To submit via email, send an application and all necessary documentation to:
questions@iloveperryry.com

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

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

Received: _____ Verified: _____

Approved: _____

Modifications: _____

Completed: _____ Certified: _____

Paid: _____