



Main Street Program

Hartwell Main Street Façade Grant Program Guidelines

All Façade improvements must be approved prior to work commencing

Purpose Overview

The Hartwell Main Street Façade Grant Program is intended to encourage new or existing property owners to improve the appearance of buildings in the Hartwell Main Street District.

Matching funds are made available for eligible improvements to business facades that are easily visible and in public rights-of-ways, such as those that face a public street or a public parking area. Improvements must preserve the individual character of each building with its unique features, historic appearance and significance, as well as make a contribution and impact to the appeal of the Main Street district. Note that all such improvements must meet the Historic Preservation Commission's design guidelines if located within the Historic District and have an approved Certificate of Appropriateness (COA) application and building permit.

The Façade Grant Program is funded by the City of Hartwell, Hartwell Downtown Development Authority, Sponsors, and Partners of Hartwell Main Street, and is administered by the Hartwell DDA through the Hartwell Main Street Design Committee. A Façade Grant sub-committee will determine the amount of matching funds based on the proposed façade change, grant funds available, and the number of requests under consideration.

Façade Grant Eligibility Criteria

- Eligible projects must be located in the Hartwell DDA boundary. For information regarding district boundaries, contact the Main Street Office at 706-376-4756.
- Eligible participants include commercial and mixed-use property owners and business owners who are Partners of Hartwell Main Street. If the property is leased, the property owner must consent to the proposed project. This consent will be provided in the application form.
- Priority will be given to buildings that are historic, architecturally significant and/or visually prominent, and to buildings with inappropriately applied facades that are unsightly or in need of repair.
- Façade must be facing a public street.
- To qualify for a façade grant, projects must result in improvements that:
 1. Are appropriate for the building and consistent with business use;

2. Preserve the architectural integrity and restore, if possible, the original building façade: and
 3. Positively contribute to the appearance and vitality of Downtown Hartwell.
- Eligible projects must:
 1. Be in Harmony with preservation design guidelines outlined in the U.S. Secretary of the Interior's Standards for Rehabilitation – found in its entirety at <http://www.nps.gov/typ/standards/rehabilitation/rehab/stand.htm>:
 2. Be in accordance with all government rules, regulations and laws, including but not limited to City of Hartwell ordinance and building codes, and if applicable, the Historic Preservation Commission's Design Guidelines.

Grant Limitations

- Maximum granted per façade project up to \$1000 on a \$.50 to the dollar matching basis
- Award may vary based on building size and location to the public right of ways at the Façade sub-committee discretion
- No grants will be awarded for work that has already been done or for work that is covered by insurance.
- Only one renovation project will be eligible per property in a 3-year time period.
- No grants are available for past projects.

Grant Guidelines

- It is encouraged that applicants seek design services in conjunction with this application. Hartwell Main Street can help coordinate services available at Carl Vincent Institute of Government – UGA or Georgia Mountain Region Commission at applicant's expense.
- Potentially eligible work is limited to exterior improvements only-storefront facades that are easily visible to the public, such as those that face a public street or public parking area. Funds are only available for exterior improvements, and may be applied to a front, side or rear façade facing a public street or public parking.
- From minor improvements, to full-scale restoration, a wide range of investment proposals will be considered, including:
 - Exterior Walls/materials
 - Exterior building painting, re-siding (color must be included in the Hartwell Main Street Historic Palette as referenced in the Hartwell Historic Design Guidelines)
 - Exterior door, window and storefront feature repair/replacement/renovation
 - Gutters and downspouts, flashing and repair
 - Awnings and canopies installation or repair
 - Replacement/uncovering of architectural features
 - Replacement of non-historical storefronts/buildings
 - Restoration of original/or historic façade
 - Structural stabilization
 - Masonry repairs and pointing
 - Exterior building lighting (not parking lots/pavement lighting)
 - Masonry cleaning (by gentlest means possible), if required for façade painting/stucco, etc.
 - Other façade-oriented repairs and improvements

Ineligible Work includes but not limited to:

- Signs
- Roofs
- Yard Improvements (vegetation and/or pavement)
- Interior improvements of any kind
- Personal property/equipment
- General Maintenance (e.g. pressure washing)
- Security system, window bars, cameras
- Sidewalk improvements
- Landscape improvements
- Tools/equipment
- Paving
- New construction
- Labor costs paid to the owner/applicant or relatives of the owner/applicant

Inappropriate chemical cleaners and sand blasting are strictly forbidden for surface cleaning of structures, due to possible damage of aged building components. Participants assume full responsibility for all aspects of the project, and relationship with contractors and suppliers, and securing all necessary municipal approvals. Applicants agree to maintain the approved improvements in good condition for a period of at least three years, making repairs as necessary, or risk repayment of grant funds to the Main Street Program. This is at the discretion of Hartwell's Main Street Program, and will not be enforceable if the property changes owners.

Application Guidelines

The attached application form is to be submitted to Hartwell Main Street, c/o Jason Ford, 456 E Howell St, Hartwell GA 30643. Applicants interested in the program should also consult with City Hall to obtain appropriate permits and, if necessary, the Certificate of Appropriateness (COA) from the Historic Preservation Commission. Applications will be reviewed by the Hartwell Main Street Program within thirty (30) days of receipt and in the order received. **ONLY COMPLETE APPLICATIONS WILL BE REVIEWED.** A complete application includes the attached application form and all supporting materials as specified in the instructions. Incomplete application packets will be returned to the sender within two weeks if all materials are not submitted. Two itemized cost estimates are requested with bids for identical scopes of work. Applicant are encouraged to solicit local bids. If the applicant wishes to perform the work themselves, the grant funds apply only for materials not labor. Rental of tools and equipment requires a valid receipt. A color photograph of the building is also required. Any drawings or architect's plans for the project should also be included.

Application Review

The Hartwell Main Street shall:

1. Review each application packet for completeness;
2. Make a determination regarding eligibility;
3. Set a timeline for completion; and
4. Provide a grant approval or deny the project.

Each application packet will be reviewed on the following standards:

1. Priority will be given to buildings that are historic, architecturally significant and/or visually prominent, and to buildings with inappropriate applied facades that are unsightly and in need of repair;
2. Extent to which the project advances the goals of improving building appearance;
3. Extent to which the project is compatible with the Historic Preservation Commission's design guidelines and/or the characteristics of the downtown area;
4. Extent of the project's impact upon the Downtown Hartwell streetscape and pedestrian atmosphere
5. Original condition of the building and the need for changes of the proposed project;
6. Extent to which the original building is preserved;
7. Removal of historically inappropriate alterations;
8. Prominence of the building;
9. Quality of the work proposed;
10. Level of match participation of the applicant;
11. Range of projects completed and proposed as part of the Downtown Façade Grant program;
12. Any other relevant factors deemed by the Hartwell Main Street Program to be applicable.

The public is welcome to attend meetings of the Hartwell Downtown Development Authority and Main Street Program which will be held in Hartwell City Hall as needed. The applicant is required to attend the meeting in which his or her application is considered. The majority of the Hartwell Main Street sub-committee must be present to approve, deny, or table each complete application.

No later than two weeks after the Hartwell Main Street Program meeting date, the applicant will receive a confirmation letter indicating the grant award decision, or in some cases, a request for additional information. In the instance of a decision to deny or table an application, the letter will indicate the program's reason for doing so. The Hartwell Main Street Program reserves the right to table, deny or request modifications in any or all application packets, in whole or in part, and to negotiate changes in the proposed project. In the case of denial by the Hartwell Main Street Program, the applicant can address the issues identified by the program and re-apply for a grant.

Grant Awards

Approved projects will be reimbursed at up to \$.50 per \$1.00 of the approved project's total façade renovation cost. The award will not exceed the Façade Grant Program Maximum grant of \$1000.

Please note: If work is started on the application's project before the decision to make a grant award, only the remaining work will be eligible for a matching grant. Work should be pre-approved by the Hartwell Main Street Program.

Approved applicants who change the scope of work or elect to use a new contractor must submit new estimates and a revised proposal which must be reviewed and approved for the work to be eligible for reimbursement.

The Hartwell Main Street Program reserves the right to recommend funds as it deems best to achieve its purposes and at its sole discretion. For example, the Hartwell Main Street Program can grant funds in amounts as it deems appropriate to encourage the projects it deems most beneficial. Many factors are considered. Such as the Main Street budget, number of applicants, financial considerations, applicant match, mixture of proposed projects, and the extent to which projects fulfill the goals and standards for eligible projects as set forth above.

Project Completion

Projects must be started within 30 days of receipt of the confirmation letter and completed within 90 days of said receipt, or re-application will be required. On a case by case basis where there is a large scope of work, improvements must be started within 90 days of receiving the confirmation letter and completed within 12 months of said receipt, or re-application will be required.

Failure to complete projects within four months of approval date, or in the case of an approved large scope of work, twelve months of approval date will result in loss of approved funds. To qualify for reimbursement, all work must be complete and in conformance with the approved plans.

Reimbursement

After project completion, the applicant is reimbursed with awarded grant funds upon:

1. Satisfactory completion of the project with conformance to approved plans;
2. Receipt of a reimbursement request plus all receipts and proof of payment, including cancelled checks;
3. The Hartwell Main Street Program shall review all receipts, prior to award approval.
4. Vendor receipts must be included for material and/or labor.
5. Contractor must provide receipts to applicant;
6. Documentation and signature of contractor of cost required;
7. Before and after photos required
8. Compliance with all applicable municipal rules, laws, ordinances, and regulations;
9. Building permit must be obtained before façade grant approval;
10. Applicant must be current with all city taxes, business license fees and other applicable fees; Applicant must provide a copy of current business license and current receipt of payment of taxes;
11. Reaffirmation of applicants' commitment to maintain project improvements for a period of at least 3 years.

All reimbursement requests are to be submitted to the Hartwell Main Street Program, c/o Jason Ford, 456 E Howell St, Hartwell GA 30643. The Hartwell Main Street Program reserves the right to increase or decrease the grant award with receipt of actual expenditures.

Date: _____

Applicant: _____ Check One: Owner Tenant:

Address: _____

Email Address: _____ Business Phone: _____

Building or Establishment for which this application applies:

(Name and Address)

Name and Address of Owner of Building (if other than applicant):

Space Below is provided for a general description of your project:

If building is not occupied, what is its proposed use:

Estimated cost of Improvements: \$ _____

Grant Amount Requested: \$ _____

Note: Payment Contingent upon Vendor Receipts Submission

Owner, if other than applicant:

I _____ hereby certify that I am the owner of this land on which the proposed project is situated, and that the foregoing applicant, in filing an application for the Hartwell Façade Grant Program, is acting with my knowledge and consent. I, the undersigned, understand that the façade grant must be used for the project described in this application. I have read the requirements guidelines, agree to follow them and will adhere to the decision of the Hartwell Main Street Program. Applicant is expected to maintain the project improvements for a period of at least three years.

Signature of applicant: _____

Signature of owner: _____

For office use only: Approved Amount: \$ _____

Date approved: _____ Required completion date: _____

Main Street Review Completion Date: _____