



DDA FAÇADE INCENTIVE

PROGRAM OVERVIEW & GUIDELINES

What is the Greeley DDA Façade Incentive Program?

The program offers an incentive of up to 10% of the total project redevelopment cost (interior fixed improvement costs + façade improvement costs), up to 100% of the cost of eligible façade improvements. This program is offered by the DDA to leverage private improvements that contribute to the overall aesthetics of the district while making revitalization efforts affordable, creative and community-based.

The Greeley Downtown Development Authority (DDA) Economic Development Committee administers the Façade Incentive Program. The Committee is made up of downtown business and property owners, City staff, DDA Board members, and DDA staff, some of whom have design expertise and others who want to improve the physical appearance of the Downtown community. This incentive is offered on an ongoing basis as funding permits. The award amount is based on available funds, applicants, and other variables. All incentives will be considered at the discretion of the DDA Board.

Who can apply for funding?

Any building owner or tenant (with authorization from the property owner) can apply for funding, if the property falls within the Downtown Development Authority District (see map below). Eligible properties can be commercial, including non-profits, or residential contingent on adherence to the Façade Incentive Agreements and Conditions Checklist that is included with the incentive application.

Eligible Façade Improvements Include:

- New awnings or the restoration of existing awnings (must not contain wording)*
- Exterior painting and/or paint removal
- Reparation and restoration of brickwork, wood, masonry, and stucco
- Exterior lighting
- Reusable signage, such as projecting, blade, and lighted (must have the ability to change lettering)*
- Reparation and replacement of architectural details or materials
- Doors, including garage doors
- Rehabilitation or compatible reconstruction of storefronts
- Removal of metal siding and exterior slip covers (surfaces)
- Patios, including base and railings
- Other architectural elements that enhance the façade
- Any element that enhances the parking lot experience, including but not limited to landscaping, bike racks, etc. (applicant must be property owner to take advantage of this option)

*If the business applicant is also the building owner, consideration will be given to allow for wording on awnings and non-reusable signage

Eligible Interior Fixed Improvements Include:

- Construction related expenses (materials, labor, dumpsters, etc)
- Architectural, engineering plans

- Utility upgrade costs
- Building permits

Ineligible Façade Improvements Include:

- Any improvements made more than 6 months prior to incentive approval
- Improvements not seen from the public-right-of way or not having significant visual impact
- Non-permanent fixtures (ie, tables and chairs, benches, flower planters)
- Parking lot maintenance
- Refinancing of existing debt
- Sweat equity (payment for applicant's own labor)
- General or routine maintenance and cleaning
- General business operations expenses (payroll, taxes, utilities, etc.)

Ineligible Interior Fixed Improvements Include:

- Any improvements made more than 6 months prior to incentive approval
- Purchase price of building
- Non-permanent fixtures (ie, tables and chairs, interior décor, sound systems, security cameras, fire extinguishers, bar equipment, etc.)
- Regular building utility costs
- Insurance, taxes, loan serving payments, etc.

Are there additional funds for design assistance?

Yes, the DDA offers up to \$1,000 (no dollar for dollar match required) for professional architectural and design assistance for basic façade, signage and construction. This must be from a professional firm not associated with the contractor performing the work. Like construction costs, these funds will be reimbursed once construction is completed.

How are projects selected for funding?

Applications will be evaluated by the DDA Economic Development Committee on a case-by-case basis. The incentive is limited to one per property per 12 months.

The evaluation criteria are as follows:

- **Impact** – Overall impact of the project in the Greeley Downtown Development Authority District.
 - Is the project located in a highly visible area?
 - Will the improvements increase the economic activity of the downtown district?
 - Will the project eliminate incongruent design elements or elements that pose a potential liability to the district?
 - Does the project seek to restore the historical or architectural significance of the building?
- **Financial Leverage**
 - Will the project potentially add value to the Tax Increment Financing (TIF) base?
 - Projects that leverage a greater private investment will be considered at a higher priority.
- **Cost/Schedule**
 - Is the project feasible in cost and schedule?
- **Sustainability/Permanence**
 - How permanent are the improvements and is there a maintenance plan for improvements?
 - Does the business own the building? If not, how much time remains on the lease?
 - Will the completed work be sustainable and potentially transferable to a future business?
- **Community Contribution**
 - Is the applicant a positive presence in the community? Do they demonstrate a “good neighbor” policy towards other business owners?
 - Is the area around the business kept clean and free of debris on a consistent basis?

- Does the business participate in organized promotions or other community-based activities?
- Does the applicant actively promote Downtown Greeley and their own business?

Application Process

1. Contact the Downtown Development Authority Staff prior to submitting application. The staff will explain the process and consult on application process.

2. Complete Façade Incentive application in full. Complete applications will include:

- Application form and Agreement and Conditions form
- Illustrations of the proposed work or architectural drawings
- Photos of the site and its relationship to adjoining sites
- Color samples and texture of finish materials, where applicable
- Contractor proposals – A qualified contractor proposal is required. Any project amounting to more than \$2,500 will require **at least 2 bids**.
- All building construction plans as may be required by the Code Official, when applicable
- A separate application submitted to Historic Preservation if the property falls within the Historic District

Other provisions:

Equal Employment Opportunity: The borrower shall comply with all applicable provisions of federal statutes and regulations concerning equal employment opportunities for persons engaged in rehabilitation work undertaken in connection with program assistance.

Eligible Contractors: The borrower shall award contracts for work to qualified contractors. The DDA will not make contractor referrals, except for those whose business is in the specified downtown district.

Civil Rights: The borrower shall not discriminate upon the basis of race, color, sex, marital status, handicap, religion or national origin in the sale, lease, rental, use or occupancy of the property to be assisted.

Property Taxes & Special Assessments: No financial assistance will be provided from the Façade Incentive Program if property taxes or special assessments are in arrears.

Deadline:

1. Applications are due on the last day of the month.
2. The Economic Development Committee will review the applications and vote on approval. They will then make a recommendation to the DDA Board, who has the final authority to approve or reject the application.
3. Incentive applicants will be notified following the DDA Board meeting, usually held on the 3rd Thursday of the month, whether their project will receive funding. The notification will outline the specified amount of the incentive with information on any other requirements. The applicant can then proceed with necessary permitting and review processes.
4. If an application is denied, it may be reconsidered in the future pending it meets current guidelines.

All applications must be returned to:

Greeley Downtown Development Authority
802 9th Street, Ste. 100
Greeley, CO 80631

What happens after a project is selected for funding?

1. Renovation/rehabilitation work must be completed within four (4) months of approval. Depending on the scope of a project, extensions may be requested on a case-by-case basis. The DDA reserves the right to cancel this agreement in the event of failure to comply with this schedule.
2. The applicant is responsible for obtaining all building permits and any other required permits for the work to be done. The applicant is responsible for conformance with all applicable safety standards and conditions.
3. The applicant agrees to maintain the property and improvements.
4. The DDA Façade Incentive Program may promote an approved project including, but not limited to, displaying a DDA sign at the site, during and after construction, and using photographs and descriptions of the project in DDA materials.

How do I get reimbursed for my project?

Funds will be released to the applicant upon completion, inspection and documentation of matching funds.

1. Submit a Reimbursement Request Form, along with a financial summary report, copies of invoices and waivers of lien from contractors (and subcontractors, if applicable), proof of necessary building permits and photos of completed project. Costs must be itemized with comparisons to original application budget.
2. Committee members will vote to authorize payment, and funds will then be dispersed if all the work has been completed in accordance with the contract.

Note: Greeley Downtown Development Authority reserves the right to make changes to the conditions of the Facade Improvement Program as warranted.

