

Marshall Downtown Development Authority

Façade Improvement Program Guidelines

I. Program Goals

The goals of the Façade Improvement Program (FIP/program) shall be as follows:

1. To improve the physical appearance and promote the positive image of Marshall's DDA District:
 - a. To encourage preservation for historically significant structures (structures which are significant to the town's historic, architectural and cultural values) through restoration of the building facade to maintain or return the appearance to that of an earlier time period in its history.
 - b. To facilitate the renovation of structures to respect the original character of buildings through the financing of improvements which are sensitive to historic details and materials.
2. To provide an incentive to fill vacant buildings, especially with quality retail operations in street-level space and residential and office use of upper-floor space.
3. To support and expand the tax base in the DDA District. The program is intended to strengthen the economic viability of Marshall's DDA District by providing financing incentives for improvement of the exterior appearance of buildings. The program will assist in preserving the vitality of DDA District buildings by recognizing that the design of buildings reflects their period of construction, and that this design reflects the Marshall community's individuality, identity, character and heritage.

It is the intent of Marshall DDA Board to work closely with any successful applicant in obtaining necessary permits and/or approvals required through the City of Marshall.

II. Source of Program Funding

The funding for the Façade Improvement Program is part of the annual DDA budget (July-June). All grants must be approved by the Marshall DDA Board after review and recommendation by the Design Committee.

III. Program Eligibility

- A property must be located within the Marshall Downtown Development Authority (DDA) District. Maps of the district are available in the Welcome Center, located at City Hall.
- Owners of buildings and tenants (with owner's permission) are eligible to apply.
- Applicant may be required to use services of an approved architect with historic preservation experience and submit renderings of proposed work.
- All property taxes on a building must be paid in full at the time of application.
- No outstanding blight or ordinance violations exist for the property.
- There shall be a minimum matching requirement of 50 percent per project.

IV. Type of Financial Assistance

Financial Assistance through the program will be in the form of a grant to assist in the completion of approved façade project.

V. Limits On Assistance and Matching Requirement

There shall be a limit of \$10,000.00 (maximum) in program funds per project property. There shall be a minimum matching requirement of 50 percent per project. In other words, matching funds must equal at least the amount of the program funds being provided.

The Marshall DDA Board reserves the right to award grants up to the amount requested and may award less than the amount requested.

An owner of multiple, eligible properties may apply for assistance for more than one project for separate properties during a five-year period. In cases where properties having the same owner adjoin each other or share a common contiguous facade, the Marshall DDA Board reserves the right to accept or reject multiple applications for program assistance.

VI. *Eligible Uses of Program Funds*

Front, rear and side facade projects are eligible for program assistance. The following expenses are eligible when included within the scope of an overall facade improvement project:

- Painting, when in conjunction with other work.
- Removal of non-historic facades.
- Fees paid to Engineers and Architects (up to 50% of cost or \$500.00, whichever is less)
- Signage and/or Awnings (not to exceed 50% of cost or \$500.00, whichever is less), when in conjunction with other work
- Facade cleaning, tuck pointing
- Exterior lighting
- Doors/Entryways
- Second floor entryways/exits and exterior stairs for residences
- Window repair/replacement
- Exterior storefront rehabilitation/renovation
- Carpentry
- Handicap accessibility
- Cornice repair or replacement

It is not the intent or purpose of the program to subsidize routine building maintenance projects such as painting and standalone improvements such as awnings or sign installation. Rather, the purpose of program assistance is to alter and improve the overall appearance of a building's facade. A copy of the Illustrated Guidelines for Rehabilitating Historic Buildings, based on the Secretary of Interior's Standards for Rehabilitation, is available for review online at <http://www.nps.gov/tps/standards/rehabilitation/rehab/index.htm> For paint recommendations select from historic exterior palettes by companies such as Benjamin Moore or Sherwin Williams.

VII. *Ineligible Uses of Program Funds*

The following expenses are explicitly **ineligible** for program assistance:

- Expenses incurred prior to application or payment of previous debt
- Property acquisition
- Any interior improvements
- Mortgage or land contract refinancing
- Site plan, building and sign permit fees
- New building construction
- Appraiser and attorney fees
- Wages paid to applicant or relatives of applicant

- Purchase of personal property such as furnishings in a store
- Site improvements
- Payment of taxes of any kind
- Any roof work
- No use of funds for payment of contractors in merchandise or services by the applicant
- Routine facade maintenance
- Costs incurred prior to the submission of the application
- Any facade treatment that would accelerate the deterioration of the existing structure or result in a non-durable/high maintenance façade will be deemed an ineligible use.

VIII. Program Selection Criteria

In the selection of projects for program assistance, the following factors will be considered by the Marshall DDA Board after a recommendation from the Design Committee:

- Prominence of building location
- Whether building is currently occupied or facade improvement project guarantees occupancy
- Whether building has historical designation or significance as defined in Program Goals
- Amount of private matching resources leveraged by program funds
- Whether a building is owner-occupied or leased to a tenant
- Timeframe for project completion
- Potential for enhancement of property value
- Front façade versus side or rear façade project
- Project design
- Potential for job creation, if other factors are equal

IX. Design Guidelines

The Design Committee shall use the Secretary of the Interior's Standards for Rehabilitation to assist in evaluating applications. The Standards for Rehabilitation were created by the National Park Service for the purpose of guiding the sometimes delicate and complex process of building renovation. Since many of Marshall's downtown buildings feature unique materials and features, compliance with the Standards for Rehabilitation ensures the continued preservation of these materials and features. A copy of the *Illustrated Guidelines for Rehabilitating Historic Buildings*, based on the Secretary of the Interior's Standards for Rehabilitation, is available for review online at: <http://www.nps.gov/tps/standards/rehabilitation/rehab/index.htm>

X. **Application Requirement**

The following information must be submitted by program applicants:

- Completed Application, including \$35.00 non-refundable application fee
- Legal property description and/or Mortgage Survey
- Description of current use and proposed use of building after completion of project, including color photographs of building before initiation of project
- Project design plans, noting the design firm or professional who prepared plans
- Timeframe for completion of project
- Proof of property & liability insurance
- Proof of property taxes paid current
- Written consent for program participation by property owner, if applicant is a tenant
- Written consent for program participation by land contract holder, if applicable
- Copy of property warranty deed
- Copy of lease, if applicable (application being submitted by tenant)

XI. **Review Process**

The Design Committee shall utilize these guidelines for the operation of the program. The committee shall review all fully completed applications submitted within thirty days. Since this program applies to properties located within a National Historic Landmark District, adherence to the Standards for Rehabilitation will be a requirement for recommendations of approval to the DDA Board.

XII. **Project Approval Process and Payment Procedures**

1. Approval Process:

- a. Applicant submits completed application, design plans, all required additional information and forms to the Director of Public Services office.
- b. Applicant collects *and submits* all necessary bids prior to application review by the Design Committee.
- c. Application is reviewed by FIP committee within thirty (30) days of receipt of all required documentation.
- d. The Design Committee then recommends the project or projects for final approval by Marshall DDA board. If application is approved, the DDA will issue a letter of “commitment with contingencies” to applicant.
- e. Upon approval, work must commence within sixty (60) days; and project must be completed within ninety (90) days. The Marshall DDA may extend the completion date by sixty (60) days if requested in writing by the owner stating

the reasons for the extension before the ninety (90) days expires.

2. Payment Procedures

DDA funds will be disbursed only after proof of payment is provided and contractor waivers of lien are submitted for work completed. City Staff and Design Committee Representative(s) must inspect work completed prior to any disbursement of DDA funds to ensure improvements were made according to approved plans.

XIII. Failure to Maintain Façade Improvements

For a five-year period following the payment of the grant to the building owner, the City of Marshall DDA Board may pursue legal action to have DDA funded facade improvements completed, repaired and/or restored if said improvements are unfinished, removed or damaged by the neglect of the building owner(s) or renter(s).

XIV. Rights Reserved

The Design Committee, on behalf of Marshall DDA Board, may reject an application up to the time the grant is issued for failure to meet these guidelines. The specific guidelines detailed herein are subject to revision with the review and recommendation of the Design Committee and final approval by Marshall DDA Board. This program may be discontinued at any time.