

**Town of Bowling Green  
Economic Development Authority  
Façade and Streetscape Improvement Program**

**Objective:**

Provide limited grant financial assistance to businesses for improvements or repairs to the visible exterior portions of buildings in the commercial areas of the Town to clean and improve their appearance, make them more aesthetically pleasing and attractive, improve accessibility and commercial utility and provide greater pedestrian/customer comfort and convenience.

**Program Guidelines:**

Applicants may be property owners or business tenants (with the written agreement of the property owner) in any commercial area within the Town limits. Priority will be given to businesses in the Main Street business district. Non-profit groups may apply. Governmental entities and local outlets of national retail chains will not be accepted as applicants.

Financial assistance will be a grant covering 50% of the final cost of approved improvements up to a maximum amount of \$2,500. The remaining cost of the improvement project is to be paid by the project applicant. The value of reclaimed materials, “sweat” equity, or other non-tangible costs will not be accepted as part of the applicant’s share.

Following are examples of improvements envisioned under this program:

- Exterior painting or surface refinishing.
- Signs and other exterior advertising – installation of new signs or repair or replacement of existing signs or advertising.
- Repair, replacement or upgrade of doors and/or windows.
- Cleaning, repointing or other repair of exterior masonry to improve appearance and/or structural integrity.
- Addition of architectural features to a building or restoration/renovation of existing features,
- Installation of new or replacement of old and deteriorating awnings.
- Installation of lighting to accent signs, window displays or otherwise enhance the building appearance at night. Lighting installed purely for security purposes will not be considered for funding.
- Installation of new or renovation of existing landscaping features.
- Installation of public art or other streetscape features, such as benches or other seating, tables, trash receptacles, etc.

The cost of architectural or other professional consultant assistance in project development will be considered an acceptable cost.

Improvements to the interior of business structures; electrical, plumbing or mechanical improvements; and improvements to non-visible parts of a commercial building such as the foundation, roof or utility access will not be considered for funding.

Improvement projects must meet all appropriate zoning or other design requirements of the Town. Applicants are responsible for obtaining all necessary permits for the improvement project and the cost of such permits will be considered a part of the project cost.

When completed, improvements funded under the grant program must be maintained in good condition by the applicant for a period of two years or any funds provided by the EDA under the program must be refunded.

The Board of Directors of the Economic Development Authority of the Town of Bowling Green reserves the right to make additional interpretations and determinations of applicant and project eligibility for funding as are necessary to further the objectives of the program.

#### **Application procedure:**

Applicants for funding must complete an application form available through the Town of Bowling Green. The application form will specify the name of the business applying for funding and a specific individual who will be the contact and representative of the applicant.

The application form will include a detailed description of the planned improvements accompanied by such other plans, detailed sketches, photographs, specifications, paint or material samples, or other resources as are necessary to fully understand the nature and extent of the improvement project proposed.

The applications must also be accompanied by an estimate of the total project cost including copies of proposals from contractors selected to do the work and schedules of material costs.

There is no schedule or deadline for grant applications. Applications may be submitted at any time for consideration and will be reviewed as long as funds are available.

Applications will be initially reviewed by the Town Manager for a preliminary confirmation that the applicant and project meet program guidelines and meet all necessary Town zoning and other codes. The Town Manager may consult with the project applicant for further details of the proposed improvement project or to make adjustments to the project to insure compliance with program guidelines and Town of Bowling Green requirements.

Following initial review, the façade improvement proposal will be reviewed by the Board of Directors of the Economic Development Authority. The Board will evaluate the improvement project proposal for the extent to which it improves the appearance of the building to which it is applied, contributes to the achievement of the program's objectives and the Town's and EDA's economic development objectives and is an effective use of the limited resources available under the program. The Board will make a final decision as to providing grant funding for the project. Projects refused a grant only because inadequate funds were available may be reconsidered if and when additional funding becomes available.

When a decision to fund a project is made, the applicant will be asked to sign an agreement letter confirming the EDA's offer of financial assistance and spelling out the terms of the commitment. Once

approved, work on the improvement project must begin within 120 days and must be completed within one year.

Once the project is completed, the applicant will submit an application for payment of the EDA Façade Improvement Grant accompanied by copies of invoices for materials and contractors or other documentation confirming the final cost of the project. The EDA will then pay the grant funds. Final payment will not exceed the original grant award without further approval of the EDA Board of Directors.