



DDA Façade Grant GUIDELINES

About the Greeley DDA Façade Grant:

This grant reimburses businesses and/or property owners in the Downtown Development Authority (DDA) for façade renovations. This program is offered by the DDA to leverage private investments that contribute to the economic sustainability, preservation and public engagement within the downtown district.

The maximum grant is 50% of total eligible façade expenses, up to \$7,500. For more extensive building projects, please refer to the Building Improvement Grant or the Tax Increment Financing (TIF) Reimbursement Program.

An additional grant, up to \$1,000, is available for professional design assistance to help applicants maximize investment in facade improvements. These funds will be reimbursed once construction is complete to the extent that the professional assistance was implemented.

Any building owner or business owner with authorization from the property owner can apply for funding, if the property falls within the Greeley Downtown Development Authority District (see map below). Eligible properties may be commercial, residential or a combination of both if the project scope meets the eligibility criteria.

Application Process:

1. Contact the Downtown Development Authority staff prior to application submittal to further discuss the process, requirements, and the current availability of funds.
2. Submit the following items & turn into the DDA office (802 9th Street, Ste. 100):
 - Completed application
 - Architectural drawings or illustrations of proposed work
 - Photos of the site and its relationship to adjoining sites
 - Color samples and texture of finish materials, where applicable
 - Spreadsheet outlining all eligible exterior façade expenses (*see list of eligible/ineligible expenses below)
 - Copies of contractor proposals; any project aspect greater than \$2,500 requires at least 2 bids
 - A separate application submitted to Historic Preservation if the property falls within the Historic District
3. The Public Realm Committee, who typically meets on the first Wednesday of the month, will make the final determination on the application status.

4. Grants applicants will be notified via email following the Public Realm meeting whether their project will receive funding. If approved, the email will outline the grant amount along with expectations and the reimbursement process.

5. If an application is denied, it may be reconsidered in the future pending it meets current guidelines.

Eligible Façade Improvements Include:

- Awnings without words/logos (unless applicant is also the property owner)
- Painting and/or paint removal
- Brickwork, wood, masonry, and stucco
- Fixed lighting
- Reusable signage (ie, projecting, blade, and lighted); if applicant is also the property owner then it may be non-reusable
- Doors, including garage doors
- Patios, including concrete and railings
- Parking lot experience enhancement, including but not limited to landscaping, bike racks, etc. if applicant is also the property owner
- Other elements that enhance the façade

Ineligible Façade Improvements Include:

- Any improvements made prior to grant approval
- Improvements not seen from the public-right-of way or not having significant visual impact
- Non-permanent fixtures (ie, tables and chairs, benches, artwork, etc.)
- 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.)

Application Evaluation:

Applications will be evaluated by the DDA Public Realm Committee on a case-by-case basis as funding permits. The Façade Grant is limited to one per property per 12 months. The evaluation criteria are as follows:

- Impact
 - How visible is the project within the DDA district?
 - Will the improvements increase the economic activity of the downtown district?
 - Will the project eliminate or improve incongruent design elements?
 - Does the project seek to restore the historical or architectural significance of the building?
- Financial Leverage
 - Is the project feasible in cost and schedule?
 - Will the project potentially add value to the Tax Increment Financing (TIF) base?
 - Are DDA funds available to support the entirety of the project?
- Sustainability
 - Are the improvement designs timeless and sustainable?
 - Will improvements require significant maintenance?
 - Does the business own the building? If not, do they have a long-term lease?
- 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 community-based activities & actively promote their business?

Post Grant Approval Process:

1. The applicant obtains all building permits and any other required permits, while conforming to all code requirements and design standards
2. Façade improvements must be completed within four (4) months of grant approval. Depending on the scope of a project, extensions may be given 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.
3. Once a project is complete and all contractor invoices paid, the applicant must submit a Reimbursement Request Form, along with the following:
 - Copies of all paid invoices
 - Spreadsheet listing all actual eligible façade expenses
 - Digital photos of the completed project
4. If all the work has been completed in accordance with the approved application, DDA staff will authorize grant payment and a check will be mailed within 5 business days.

Note: Greeley Downtown Development Authority reserves the right to make changes to the conditions of the Façade Grant as warranted.

