

## MAXIMUM AWARD STRUCTURE

Each project is classified with specific funding limits per category. However, reimbursements may never exceed fifty percent (50%) of the total cost of the project.

### Major Improvement(s):

← Restoration / Rehabilitation - substantial recapturing of historic appearance  
project total of \$25,000 or more \$5000 award

Minor Improvement(s): multiple projects considered; \$2500 maximum including bonus\*

← Structural Stabilization \$1200 award  
does not cover deferred maintenance by current owner

← Painting \$1000 award  
colors must be approved by Grant Review Team

← Awnings \$500 award  
colors must be approved by Grant Review Team

← Other Changes \$500 award

### Bonus\* (applied only to minor improvements):

← Replace Non-Conforming Awning/Canopy/Porch 25% bonus

← Replace Non-Conforming Building Feature 20% bonus

← Removal of Non-Historic Facade/Storefront 50% bonus



A 3-D REVITALIZATION AND PRESERVATION SERVICE PROGRAM

## DOWNTOWN FACADE GRANTS

The Downtown Facade Grant Program is intended to stimulate investment into the revitalization and preservation of Madison's historic downtown area in the interest of public health, safety and welfare.

Downtown Madison is the historic core of the city and serves as the seat of business, government and service for the community. With downtown architecture ranging from the 1830s to the 1990s, downtown is the heart of the Madison Historic District and its pedestrian focus and historic buildings invite both resident and tourist.

Each downtown building has an individual character, and each building is treated with respect of its unique features, historic appearance and significance, current condition, and contribution and impact.

## THE FINE PRINT

\* Please see the Downtown Facade Grant Program Rules & Regulations for additional details.

<sup>1</sup> For information regarding the Downtown Development Area boundaries, please contact the City of Madison, City Clerk's Office, (706) 342-1251 x1205.

<sup>2</sup> Government entities, national franchises and non-profit organizations of all types are not eligible.

<sup>4</sup> PLEASE BE AWARE: If improvements are removed or not maintained or any other violation occurs, Downtown Design and Development, Inc. (3-D) may at its discretion seek reimbursement for the full amount of facade grant funds paid to participant.

<sup>5</sup> Facade means the front street elevation of the building. However, as funds permit, 3-D may consider use of funds for additional public elevations (e.g. a corner building which fronts two public streets).

<sup>6</sup> Applicants interested in this program should also consult with the City of Madison's Main Street and Historic Preservation programs, both of which may be of assistance during project design and proposal. For more information, please contact those program coordinators at City Hall, (706) 342-1251.

<sup>7</sup> The public is welcome to attend the meeting of the 3-D Board of Directors (regular meeting date is generally the third Tuesday of every odd month at 7:30 a.m. at Madison PSB, Meeting Hall, 160 N. Main Street, Madison, Georgia, 30650; call the grant contact to confirm meeting date/time).

**THIS QUICK FACTS BROCHURE IS PROVIDED FOR USER CONVENIENCE AND DOES NOT SUBSTITUTE FOR THE APPLICANTS' REVIEW OF THE ADOPTED RULES & REGULATIONS FOR THE DOWNTOWN FACADE GRANT PROGRAM. IN INSTANCE OF CONFLICT, THE RULES & REGULATIONS GOVERN.**

DOWNTOWN DESIGN & DEVELOPMENT, INC.  
POST OFFICE BOX 162  
MADISON, GEORGIA 30650

## FREQUENTLY ASKED QUESTIONS

### WHERE DOES THE PROGRAM OPERATE?

- ← Downtown Madison: specifically within the locally designated Downtown Development Area <sup>1</sup>

### WHAT FACTORS DETERMINE APPLICANT ELIGIBILITY?

- ← Participants: most commercial property owners<sup>2</sup>, as well as business owners \*
- ← Anniversary Date: minor grants not to exceed \$2500 within a five (5) year period per location
- ← Maintenance Agreement: all improvements to remain in place and maintained in good order for a period of five (5) years; any graffiti and vandalism to be promptly repaired <sup>4</sup>
- ← Taxes/Licenses/Permits: all property taxes, licenses and permits to be current at all times during the five (5) year period
- ← Responsibilities: participants fully responsibility for all aspects of the project, any relationships with contractors and suppliers, and securing all necessary municipal approvals (including COA)

### WHAT ARE THE GOALS FOR QUALIFIED PROJECTS?

- ← Projects must result in improvements which:
  - a) are appropriate for the particular building and contribute to the success of its current business,
  - b) meet the property owners' /business owners' interest and level of investment commitment, and
  - c) enhance a building's facade to positively contribute to the appearance and vitality of Downtown
- ← Qualified projects:
  - 1) preserve the architectural integrity of the structure and restore, if possible, the original facade,
  - 2) harmonize with preservation guidelines outlined in the *U.S. Secretary of the Interior's Standards*,
  - 3) meet all local government rules, regulations and laws, including but not limited to Madison's *Historic Preservation Manual and Design Criteria*,
  - 4) require only the gentlest methods available for exterior surface cleaning (e.g. no sandblasting),
  - 5) consider unique qualities of the individual building within the context of Madison Historic District

### WHAT TYPES OF IMPROVEMENTS ARE FUNDED?

- ← Exterior improvements only and limited to the building facade <sup>5</sup>
- ← Project Parameters: facade restoration, replacement of non-historic storefronts, replacement/uncovering of architectural features, structural stabilization, masonry cleaning (only by the gentlest means possible), exterior painting, exterior walls/materials, awnings and canopies
- ← Ineligible Work, means but is not limited to: signs, gutters and downspouts, roofs, interior improvements of any type, security systems, general maintenance other than painting, personal property/equipment, window/door treatments, yard improvements (vegetation, pavement, etc.)

## APPLICATION PROCESS

### HOW DO I COMPLETE AN APPLICATION?

- ← Grant Contact: *Karen Robertson, (706) 752-7947* and mail to address box below
- ← Deadlines: Applications must be postmarked by the applicable grant cycle deadline date.

‡ SPRING - February 1st ‡ SUMMER - May 1st ‡ FALL - August 1st ‡ WINTER - October 1st

### WHAT IS THE APPLICATION REVIEW PROCEDURE?

- ← First come-First serve! applications reviewed in the order received
- ← Completeness: only complete application packages reviewed; incomplete applications returned \*
- ← Grant Review Team - Preliminary Recommendation: subcommittee of the board to
  - (a) review application package for completeness, (b) determine eligibility, (c) classify as minor or major improvement, and (d) provide a priority recommendation based on Standards for Review
- ← Awards: 3-D Board reviews applications for each cycle <sup>7</sup> and grant award notices are mailed \*

### HOW MUCH FUNDING MAY MY PROJECT RECEIVE? \*

- ← Maximum Grant Schedule: specific award limits based on project category (see brochure reverse)
- ← Matching Grant Program: example - \$1000 project (\$500 expense by applicant; \$500 grant award)  
NOTE: Reimbursement shall never exceed fifty percent (50%) of the total cost of the project.
- ← Sweat Equity: may include applicant's labor @ \$10.00 per hour \*

### WHEN CAN I BEGIN & WHEN MUST I FINISH MY PROJECT?

- ← Start: minor (within 30 days of award notice); major (within 90 days of award notice)  
NOTE: No work may be started by or on behalf of the applicant prior to the decision to make a grant award; such beginning disqualifies an applicant for grant consideration.
- ← Completion: minor (within 90 days of award notice); major (within 12 months of award notice)  
NOTE: Projects which fail to be completed during the provided time frame may reapply for funding; however, funding is not guaranteed.

### HOW DO I RECEIVE MY REIMBURSEMENT?

- ← Grant awards - in the form of reimbursements for projects expenses \* - are issued upon:
  - a) satisfactory completion of project (i.e. all work must be in conformance with approved plans),
  - b) receipt of completed project documentation (reimbursement request with all materials as required by the reimbursement request) and site visit to confirm completion,
  - c) compliance with all applicable municipal rules, laws, ordinances and regulations, and
  - d) applicant's commitment to maintain project improvements.
- ← Submit Requests To: ATTN: Downtown Grants, 3-D, Inc., P.O. Box 162, Madison, Georgia, 30650