



## **Sparta Downtown Development Authority 2018 Downtown Reinvestment Grant Program**

### **I. GENERAL PURPOSE AND OBJECTIVES**

The Sparta Downtown Development Authority (DDA) created the Downtown Reinvestment Grant Program (Defined as the "Program") to encourage private investment in the business district. The Program has made a significant impact in the area by encouraging redevelopment, revitalization and rehabilitation of buildings in Sparta.

Each fiscal year, the DDA considers allocation of funds in their budget for the Program. The Program seeks to provide funding for projects that will enhance the aesthetics and character in the DDA District and assist property owners in rehabilitating and upgrading the facades and exterior features of their buildings.

### **II. GRANT GUIDELINES**

- 1) Program grant funds are available for exterior work on buildings located in the DDA District.
- 2) Funding for partial projects is available, however grant funding increases when the entire façade is included in the work to be completed.
- 3) The Program application must be completed and submitted by the building owner.
- 4) No grant applications will be accepted for work that has already been started or completed or for work that is covered by insurance.
- 5) Façade Grants are for existing commercial buildings only. Buildings may have upper floor residential component, but first floor must be commercial use.
- 6) Participants must be current with Village of Sparta, Sparta Township, and Kent County for all real or personal property taxes at time of application and at time of payment.
- 7) Grants are awarded on a reimbursement basis once completed work has been verified by DDA staff as compliant with the plans proposed in the approved application. Any deviation from the approved grant project may result in the total or partial withdrawal of the grant. Grants are awarded as a single payment to the applicant.
- 8) Reimbursements are for labor and materials only. Permit fees and other expenses do not qualify for grant dollars.
- 9) Similar or repeat projects that have received funding through this program within the last five (5) years are not eligible.
- 10) A single owner of multiple properties may apply for grant funds for each property owned, but may not receive more than \$10,000 per property within a five (5) year period.
- 11) If an applicant is awarded a Program grant for a sign, awning, or facade, and the sign, awning, or facade is altered in a manner that is not consistent with the program guidelines within one (1) year from receipt of façade funds, the applicant may be required to reimburse the DDA immediately for the full amount of the grant.

12) All projects that utilize the Program funding must adhere to all village codes and ordinances.

13) Major Projects (which could include \$100,000 + investments, business retention, business recruitment, or business expansion projects) are eligible for larger grants. Please see DDA Director for more information if your project fits into this category.

### **Section III – PROGRAM DETAILS**

A property may apply for any combination of the grant programs below, but may not receive more than \$10,000 per property within a five (5) year period. Program grants are available for the following types of projects:

#### **AWNING IMPROVEMENT**

Awning Grants are limited to a 30% total reimbursement of the awning (includes purchase, replacement, and installation costs) with a total max of \$2,500 per grant.

If Awning is included in a Façade Rehabilitation grant request (which includes more than awning work), then the project is eligible up to 50% total of entire project with a total grant award cap of \$10,000.

#### **SIGNAGE IMPROVEMENT**

Signage grants are limited to a 30% total reimbursement of the sign (purchase, replacement, and installation costs) with a total max of \$2,500 per grant.

If Signage Improvement quality meets the DDA definition of quality signage (see attached) and/or is included with a Façade Rehabilitation Project (more than new signage / replacement), then eligible up to 50% grant of entire project total.

Signage grants are limited to a 50% grant with a cap of \$2500 per grant.

#### **FAÇADE REHABILITATIONS**

Façade Rehabilitation includes but is not limited to removing slipcovers or non-historic/added facades, repointing brick or replacing mortar joints, replacing or restoring cornices, removing paint from brick, repairing/replacing windows, restoring transom windows, adding flower boxes, streetscape amenities, and painting. These grants are intended to enhance the current façade appearance, and not just replace what is currently there. Maintenance items will not be considered for this grant.

##### **FAÇADE REHABILITATIONS GRANT LIMITS:**

Façade rehabilitation and building grants are limited to a 50% match of the eligible project costs, with a max of \$10,000.00 per grant for façade work.

#### **RULES**

1. All proposed improvements must be approved before work begins.
2. A Zoning Site Plan Review Application must be submitted for any work that will change, modify, or alter the exterior appearance of a building. (Contact the Zoning Administer.
3. Disbursement is when project is paid in full with receipt or with proper verification. Grant disbursement checks will take up to 30 days once verification is completed.
4. Should final payment be lower than approved bid, the DDA will reimburse based on the applicable percentage of the final paid invoice amount.
5. Project approval does not replace Village of Sparta Site Plan Review or other Building or Planning Department reviews and procedures; all DDA approvals are required to meet Village and Township reviews.

## SECTION IV – GRANT APPLICATION PROCESS

1. Contact the DDA Director to confirm property is within the DDA and to discuss project eligibility.
2. Complete grant application form. Return the completed application of the proposed work to the DDA Office, 156 E. Division St, Sparta, Michigan including:
  - a. Drawings of all proposed grant work to be done.
  - b. Color samples of all final paint selections and/or final building material selections must be included with the application.
  - c. Itemized work estimates on all project work from contractors or project architects must be included with the application.
  - d. Photos of the building's exterior including all areas where work is to be performed.
3. The approval process will include without limitation the following:
  - a. All projects must meet current State of Michigan building standards and codes, as well as building permit requirements and must be approved by Sparta Village Zoning Administrator.
  - b. Applicants are required to attend and present their grant reinvestment project to the DDA Committee.
  - c. Meet with the DDA Program Committee to discuss project details and estimates. The Committee reserves the right to request consideration of changes to project and/or color modifications (there are two suggested color palates attached that are recommended by the DDA). Use of the color palates are not required, but recommended.) If the project meets the intended requirements of the Program, the Committee would make a recommendation for funding at the next DDA Board meeting.
  - d. The DDA Board will review the recommended Project and will have final approval of the grant fund allocation. If the DDA Board seeks to request changes to the project, the project shall revert back to DDA Committee for further revisions. The Committee may choose to take the amended project back to the DDA Board for approval. The Committee does not reserve the ability to allocate grant funding.
  - d. Applicants receiving approval shall commence construction described within the application within ninety (90) days from the date the grant is awarded. All applicants must complete the construction described in the application within one (1) year from the date the grant is approved. If the applicant is unable to commence construction within ninety (90) days from the date the grant is approved or complete construction within one (1) year from the date the grant is approved, the applicant may submit a written request for an extension for the commencement date or completion date provided the extension request is made prior to the ninety (90) day or one (1) year time limit. The DDA shall not be obligated to allow extensions, but may do so for good cause determined solely by the DDA Board, pursuant to a recommendation from the Façade Grant Committee. The extensions, if granted, shall be for the term and for the conditions determined exclusively by the DDA.
  - d. No applicant has a proprietary right to receive grant funds. Each request will be considered on a case-by-case basis.
  - e. The applicant shall be required to furnish photographs of the building's exterior after the construction is completed, as a condition of final grant reimbursement.
  - f. The applicant is required to obtain all applicable permits and approvals required for the construction if a grant is awarded.

#### 4. Reimbursement:

When the grant project has been satisfactorily completed and reviewed, the applicant shall present the DDA office with copies of all paid invoices, including copies of cancelled checks and/or credit card receipts, for a single payment reimbursement of the approved funding. The Final Report Document will be submitted with photos of the finished project when work is completed.

### **Section V – PROJECT TIMEFRAME**

This approval process typically takes between six (6) and eight (8) weeks, but may, in some circumstances, take longer depending on scheduling of the applicant to meet with the Program Committee to review the project.

### **Section VI – CRITERIA FOR PROGRAM AWARD**

Projects are reviewed with the following criteria in mind:

1. Project MUST meet all zoning codes and receive Zoning Approval from the Village of Sparta.
2. Project results in an increase in property valuation and generates sales tax revenue.
3. Project rehabilitation reflects historic accuracy.
4. Project results in a significant increase in downtown foot traffic (retail, residence on second floor, night life, etc.)
5. Total investment dollars as provided in the grant application.
6. Investment in structure construction or renovation (excluding purchase price).
7. Complements existing buildings and improves aesthetic appearance.
8. Promotes redevelopment of Sparta DDA District and vitality in Downtown Sparta.
9. Property owners that are property tax exempt may not qualify subject to discretion of the DDA board.

### **Section VII - APPLICATION**

Application materials to be submitted include:

1. Project must be located in the DDA District.
2. Application form, completed and signed by the property owner;
3. Sketch of the proposed façade or exterior improvements;
4. Any proposed paint, awning, etc. samples;
5. Pictures of the existing façade and proposed improvement areas;
6. Historic photos of building;
7. Itemized cost estimates are required per project element. Each element must be listed separately with an estimated cost. (E.g.: 12 windows \$500.00, tuck pointing \$600.00). These must be provided by licensed or approved contractors. The committee reserves the right to request TWO or more bids from qualified contractors.

**Sparta Downtown Development Authority  
2018 Downtown Reinvestment Grant Application**



Building Owner's Name (Applicant): \_\_\_\_\_  
 Project Address: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Telephone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Existing Use of Building: \_\_\_\_\_  
 Proposed Project Start Date: \_\_\_\_\_

Will project result in a new use? If so, please explain.  
 \_\_\_\_\_  
 \_\_\_\_\_

Type of Work: (Check all that apply) Sign Only  Awning Only  Façade Renovation

Project Description: (Please be specific)  
 \_\_\_\_\_  
 \_\_\_\_\_

*\*Please include information on any product manufacturer, color (awning fabric swatches and/or paint chips), etc., and a drawing of the proposed improvements. Attach additional sheets if necessary.*

How will this project benefit Sparta?  
 \_\_\_\_\_  
 \_\_\_\_\_

Estimated Project Cost (by project element):

Project Element	Estimated Cost	Estimated Cost
_____	_____	_____
_____	_____	_____
_____	_____	_____

*\*Attach copies of quotes from licensed contractors for each project element.*

Total Project Estimated Cost: \_\_\_\_\_  
 Requested Grant Amount: \_\_\_\_\_

Have you received a DDA Façade Grant in the last five years on this property? Yes / No

Application materials checklist to be submitted:

1. Application form, completed and signed by the property owner
2. Sketch of the proposed façade or exterior improvements
3. Any proposed paint, awning, etc. samples
4. Pictures of the existing façade and proposed improvement areas
5. Itemized cost estimates per project element. Each element must be listed separately with an estimated cost. (E.g.: 12 windows \$500.00, tuck pointing \$600.00). These must be provided by licensed contractors.

The undersigned applicant affirms that:

- A. The information submitted is true and accurate to the best of my (our) knowledge.
- B. I (We) have read and understand the conditions of the Façade Program and agree to abide by its conditions and guidelines.
- C. The decision of the Façade Committee/DDA is final.

SIGNATURE OF APPLICANT: \_\_\_\_\_ DATE: \_\_\_\_\_

Please return all application materials to the DDA office in Village Hall, 156 E. Division St., Sparta MI

## 2018 SPARTA DDA REINVESTMENT GRANT PROGRAM

### ATTACHMENT 1 QUALITY SIGN ELEMENTS BY CATEGORY

This program seeks to bridge the gap in cost between unattractive signage and highly functional, attractive signs that complement a buildings historic character or a newer buildings unique character while creating a more attractive DDA District. The intent of the Signage Improvement Grant is to support three-dimensional, symbolic, projecting signs, as well as storefront signage that is three-dimensional in nature.

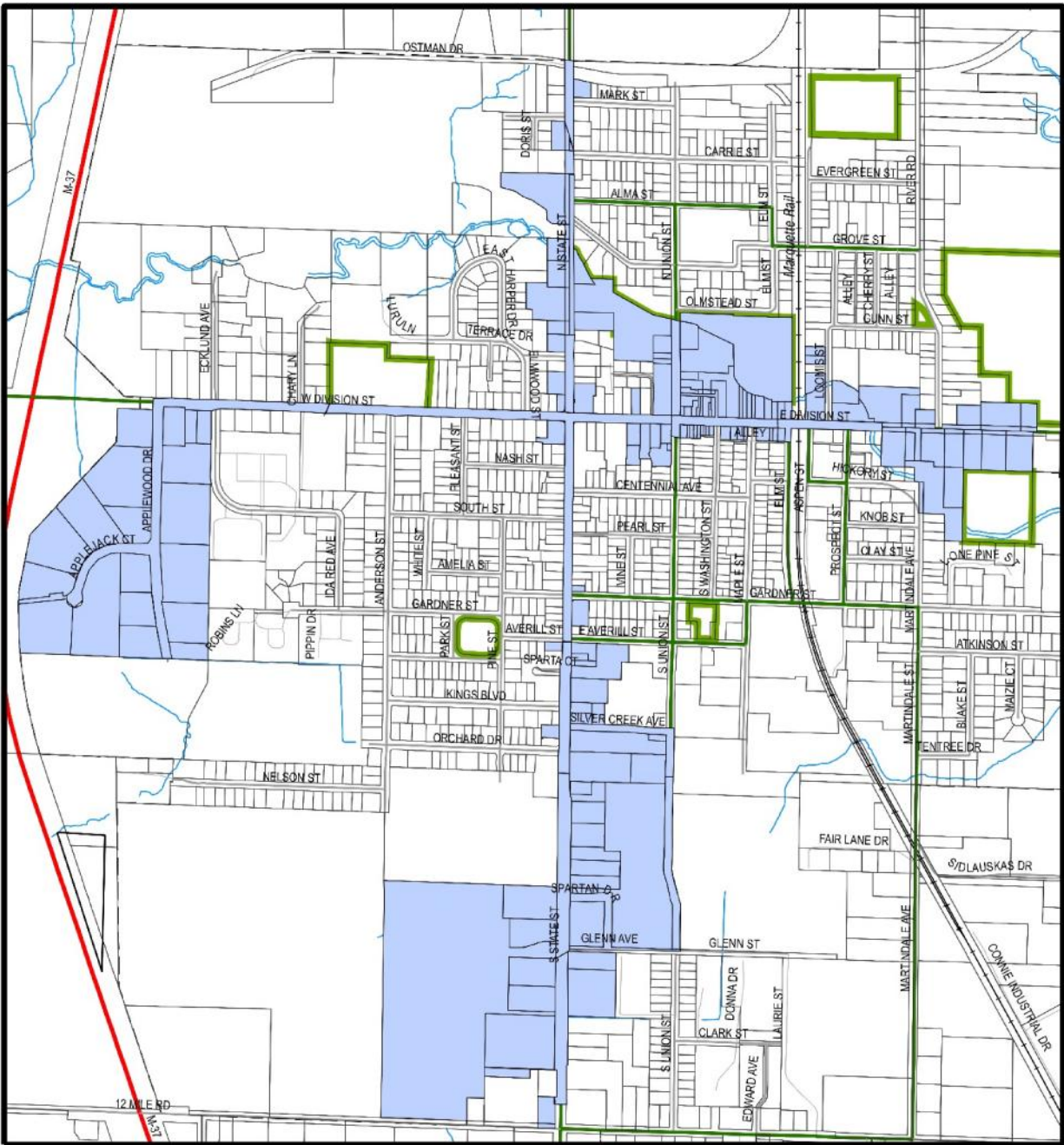
Applications simply requesting replacement signs of similar construction and quality, or duplications of existing signs with minimal changes, will not qualify for the incentive.

Signs below are intended to have a cut out shape and not be just a square or rectangle to give character to the sign images. All sign designs shall be custom and individualized, therefore actual pricing depends on size and dimensional elements desired.


- |                              |  |
|------------------------------|--|
| Sign Elements Category One   | <ul style="list-style-type: none"><li>* Flat panel signs on alupanel or alumalite (aluminum on both sides of a plastic core)</li><li>* Cut out shaped signs (simulated dimensional)</li><li>* Full color prints with lamination</li><li>* Simulated dimensional look and full color backgrounds</li></ul>  |
| Sign Elements Category Two   | <ul style="list-style-type: none"><li>* Custom shaped signs made of extira &amp;/or high density urethane</li><li>* Simple dimensional features such as cut out letters with beveled edges applied to background</li><li>* Textured background for interest</li></ul>  |
| Sign Elements Category Three | <ul style="list-style-type: none"><li>* Custom shaped extra, cedar &amp;/or high density urethane signs</li><li>* Sandblasted clear vertical grain wood or carved backgrounds (like wood chipped look)</li><li>* Dimensional features such as cut out raised or incised (carved inward on an angle) letters with outline/shadows and simple relief hand-carved elements</li><li>* Ground signs include custom multiple post structures / hanging signs include decorative welded bracket</li><li>* Finishing can include painted special effects, finishing letters with mica powders, etc</li></ul>   |
| Sign Elements Category Four  | <ul style="list-style-type: none"><li>* Custom shaped redwood, cedar &amp;/or high density urethane signs</li><li>* Sandblasted clear vertical grain wood or carved backgrounds (like wood chipped look)</li><li>* Multiple dimensional features for letters, graphics and borders (intricate, detailed hand-carved &amp;/or welded elements including in the round 3D objects) such as modulation to give more of a realistic appearance or such as air brushing</li><li>Ground signs include structural base or multiple posts / hanging signs include custom ornate welded bracket</li><li>Finishing can include more detailed and elaborate painted special effects, full color laminated outdoor durable photos, finishing letters with 23K gold leafing or variegated gold, etc.</li></ul> |

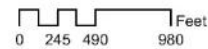
2018 SPARTA DDA REINVESTMENT GRANT PROGRAM

Attachment 2 DDA Parcel Map



Legend

 Sparta Downtown Development Authority



**2018 SPARTA DDA REINVESTMENT GRANT PROGRAM**

**Attachment 3 Historic Color Palette Recommended (color pallet can be found at Rogers Hardware)**



**EXTERIOR STATEMENTS**

Then and now, our historic exterior collection of colors reflect color schemes that are tried and true. These colors provide appropriate siding, trim and accent colors for every style of historic American architecture.

