



**Previous Grant Recipients Pictured**

# Façade Enhancement Grant FY 2023-24 Application

# **Town of New Market**

## **Façade Enhancement Grant**

### **FY 2023-2024**

The Town of New Market Façade Enhancement Grant program incentivizes and assists property owners make improvements to the exterior of their buildings and properties to improve the aesthetic quality and historic preservation of the community through a matching grant.

Approved projects can only pertain to the exterior of a property and must provide an obvious benefit to the appearance of the structure. The applicant must meet all the regulations and obtain all necessary permits if applicable before beginning any grant funded improvements.

Grant recipients receive up to a 1:1 reimbursing match for specific improvements approved by the grant committee. Approved applicants thus must fund the full cost of the improvement before requesting the release of approved matching funds for associated expenses.

Please ensure applications include supporting documentation, provide as much detail as possible, and are complete. Supporting documentation includes, but is not limited to, pictures, renderings and contractor quotes. The more specific and detailed your application the better. Completed grant applications are due to the Town Office by Friday, August 16, 2023 by 4:00 p.m.

Enclosed you will find additional information and instructions to apply for this grant. Please contact Todd Walters, Interim Town Manager, or Amber Smoot if you have specific questions regarding the program or application

Phone: 540-740-3432

Email: [t.walters@newmarketvirginia.com](mailto:t.walters@newmarketvirginia.com) , [a.smoot@newmarketvirginia.com](mailto:a.smoot@newmarketvirginia.com)

(Please use "Façade Enhancement Grant" in the subject line).

# **Town of New Market Façade Enhancement Grant Summary Rules and Regulations**

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## **Overview**

The *Town of New Market Façade Enhancement Grant* program will award up to \$20,000 in total during FY 23-24. These funds will be awarded to approved projects to assist with the exterior repair and restoration of buildings that meets one of the following eligibility criteria:

- A commercial property located within the New Market Historic Overlay District (HOD)
- A commercial property located outside the HOD affiliated with a Town of New Market Business License

This application packet contains a map of the Historic Overlay District and a list of addresses which are recognized within its boundaries.

The New Market Town Council will determine the distribution of funds during a monthly work-session meeting. Projects which go beyond repairing and/or replacing existing features will likely need to obtain a zoning permit and potentially be reviewed by the Historic Overlay District Review Board. Applications are available at the Town Office, 9418 John Sevier Road, from 7:30 a.m. – 4:00 p.m., Monday – Friday or on the Town's website [www.newmarketvirginia.com](http://www.newmarketvirginia.com).

The grant is a competitive 1:1 matching grant as funds allow. The minimum amount funded will be no less than \$1000.00 and no greater than \$10,000.00. The Town Council reserves the right to modify/increase this amount on a case-by-case basis. Approved projects must provide matching funds equal to or greater than the amount paid by the Town.

The Town of New Market will consider each application equally. The Town will not discriminate based on gender, race, nationality, religion, disability, sexual orientation, medical condition, veteran status, or ancestry.

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## GRANT GUIDELINES

The Façade Enhancement Grant program shall operate under the following guidelines; however, the Town reserves the right to amend these guidelines.

Funding for the Façade Enhancement Grant must be appropriated each fiscal year through Town Council's adoption of the annual budget. The adopted 2023-2024 budget allocates \$20,000.00 towards the Façade Enhancement Grant Program.

The grant is intended to provide matching funding for expenses (materials and labor) related to the improvement of the exterior of buildings that meets one of the following eligibility criteria:

- A commercial property located within the New Market Historic Overlay District (HOD)
- A commercial property located outside the HOD affiliated with a Town of New Market Business License

Preference shall be given to applications pertaining to projects within the HOD

The program will be administrated by the New Market Town Council within a work-session meeting. The Council will consider the anticipated benefit to the overall appearance of the Town and public benefit resulting from the proposed project when considering various applications. All submissions will be scored based upon criteria discussed within the grant guidelines. **Projects which substantially enhance the exterior condition of a building in ways that benefit both residents and visitors will score best.** A majority voice-vote initiated by the Mayor shall finalize the awarding of Façade Enhance Grants.

All approved projects shall strive to be completed and submit supporting documentation for reimbursement by Monday, June 15, 2024. Grant funds will be paid out of the Town's general fund, and any unused funds on June 30, 2024 at the close of business will be forfeited to the general fund surplus.

**Grant recipients should be prepared to provide Town Staff periodic updates on the status of approved projects if requested to do so.**

## QUALIFIED IMPROVEMENTS

Grant funding shall be used for improvements to the exterior of a building, visible from a public right-of-way, that benefit the public aesthetically. Examples of improvements include but are not limited to:

- Painting that provides a new color scheme including public facing access walls and porches.
- Roof repainting
- Removal of elements covering any architectural details (ex: vinyl or aluminum siding)
- Restoration of architectural details in historic buildings (ex: cornices or other unique features)
- Installation of new or improved doorways, awnings, shutters or canopies.
- Installation of appropriate lighting for the purpose of illuminating the exterior and/or signage of a building
- Enhancing windows, doors and/or framing visible from the street/public area
- Brick cleaning, repointing, and painting and repair/replacement of stucco, tile, stone elements
- Professional design services/plans (\$1000 max façade contribution)
- Landscaping (that may include hardscaping) that is creative and visually pleasing. Perennials, shrubs and trees accepted. Annuals and small planters will not be accepted.
- Signage and backlit awnings
- ADA improvements

### **UNQUALIFIED IMPROVEMENTS**

Unqualified improvements include areas not prominently visible from public right of way, and the improvements include but are not limited to the following:

- Roof replacement
- Parking lots
- New construction
- Interior improvements
- Equipment or inventory
- Inappropriate cleaning methods, repairs, replacements or alterations
- Installation of vinyl or aluminum siding
- Sidewalks and paving

Applicants are encouraged to exercise ingenuity as well as creativity, and propose any and all projects related to a structure's facade. Project or project costs that include improvements to the interior of a building will not be considered eligible for reimbursement.

Contracted labor expenses associated with approved grants are eligible project costs. However, labor provided by the applicant/owner, (i.e. sweat equity), will not be considered as an **eligible matching expense**. Contractor estimate(s) should be included with the application. Applications should also include estimates for materials. Applicants are encouraged to be as specific as possible to include pictures, drawings, renderings and estimates to convey to the Town Council the full scope/concept of the project.

Projects completed before authorization are not eligible to receive matching funding through this program.

**Tenants applying for a Façade Enhancement Grant must also submit a letter of consent from the property owner, proof of a lease agreement, and a statement of intent indicating how long they intend to remain a tenant of such property with their application.**

No applicant shall be eligible if she/he has not paid applicable Town taxes or fees. If Town taxes or fees are outstanding they must be paid and cleared before any approval of funding and/or reimbursement.

This grant does not waive the requirement to obtain proper sign, zoning and/or building permits, and the process of the Historic Overlay District boards review for projects that require the boards review.

This grant is a reimbursable grant through the Town of New Market, meaning the applicant must be able to fund the entirety of the project outright. The Town will reimburse the approved applicant once the applicant has completed the project and provided invoices showing payment for materials and/or labor expenses. Reimbursements will be made only after the grant recipient has provided sufficient copies of invoices, checks and other documents necessary to ensure completion of the project and payment to contractor(s) if applicable. **The Town reserves the right to withhold funding for any and all projects should invoices be unavailable or in question.**

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# **FY 2023-2024**

## **Town of New Market**

### **Façade Enhancement Grant Calendar**

#### **July 24, 2023**

- Grant applications are made available at the Town Office and on the Town website.

#### **August 16, 2023**

- Grant applications due to the Town of New Market by 4:00 p.m.\*

#### **August 21, 2023**

- Town Council will consider each application and make award selection(s).

#### **August 21, 2023**

- Notifications made to grant recipients including grant agreement(s).

#### **June 3, 2024**

- All requests for reimbursement including supporting documentation must be submitted.

\*Grant applications shall be submitted to the attention of J. Todd Walters. They may be submitted in person at 9418 John Sevier Road, mailed to P.O. Box 58, New Market, Virginia, 22844 or submitted electronically to [t.walters@newmarketvirginia.com](mailto:t.walters@newmarketvirginia.com). Grant applications must be received by the specified time and date. **Post marked dates will NOT be honored.**

# Town of New Market Façade Enhancement Grant Application

## I. Applicant Information

Applicant's Name: \_\_\_\_\_

Applicant's Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Applicant's Phone Number: \_\_\_\_\_

Applicant's Email Address (optional): \_\_\_\_\_

## II. Project Information

Property Owner's Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Property Phone Number: \_\_\_\_\_

Type of Building (Business, Residential, etc.): \_\_\_\_\_

\_\_\_\_\_

Proposed improvements, be as specific as possible (attach additional sheets as needed, include any renderings/drawings of the exterior of the building relating to the proposed project):

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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Estimated time to complete project (start to completion): \_\_\_\_\_

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Name and address of contractor(s), if applicable: \_\_\_\_\_

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Estimated total price: \_\_\_\_\_

Please also attach a detailed cost estimate from the contractor in the event that the Committee decides to only award a portion of the project with grant funding.

### **III. Project Significance**

Please explain the significance of the proposed project and how it would benefit the public (attach additional sheets as needed):

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#### IV. Required Application Documents

- Detailed cost estimate or bid on contractor's letterhead, including a breakdown of all anticipated expenses.
- Letter of consent from property owner, proof of lease agreement, and statement of intent if the applicant is not the owner.
- Three or more photographs of the existing buildings exterior. Photos must have been taken within the last six months.

#### V. Acknowledgement

I verify that the information above is accurate to the best of my knowledge. I acknowledge that I have read, understand, and will comply with the rules and requirements of the grant outlined in the *Town of New Market Façade Enhancement Grant Rules and Regulations*. The Town of New Market has the right to reject any and all applications without explanation. I authorize the Town of New Market to verify any source named in this application. I understand that failure to abide by any guidelines in the *Town of New Market Façade Enhancement Grant Summary* can result in the dismissal of my application.

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_

## Historic Overlay District Addresses

Physical Address	Physical Address	Physical Address	Physical Address
9250 N. Congress St.	9400 S. Congress St.	9506 S. Congress St.	9509 John Sevier Rd.
9260 N. Congress St.	9401 S. Congress St.	9508 S. Congress St.	9513 John Sevier Rd.
9276 N. Congress St.	9403 S. Congress St.	9509 S. Congress St.	9525 John Sevier Rd.
9283 N. Congress St.	9404 S. Congress St.	9514 S. Congress St.	9571 John Sevier Rd.
9294 N. Congress St.	9408 S. Congress St.	9515 S. Congress St.	9573 John Sevier Rd.
9295 N. Congress St.	9410 S. Congress St.	9516 S. Congress St.	
9296 N. Congress St.	9417 S. Congress St.	9524 S. Congress St.	100 W. Lee St.
9298 N. Congress St.	9418 S. Congress St.	9525 S. Congress St.	106 W. Lee St.
9299 N. Congress St.	9419 S. Congress St.	9530 S. Congress St.	109 W. Lee St.
9305 N. Congress St.	9420 S. Congress St.	9531 S. Congress St.	
9309 N. Congress St.	9422 S. Congress St.	9535 S. Congress St.	155 E. Lee St.
9312 N. Congress St.	9423 S. Congress St.	9538 S. Congress St.	182 E. Lee St.
9317 N. Congress St.	9424 S. Congress St.	9539 S. Congress St.	
9320 N. Congress St.	9425 S. Congress St.	9541 S. Congress St.	121 E. Stuart St.
9325 N. Congress St.	9426 S. Congress St.	9547 S. Congress St.	
9329 N. Congress St.	9427 S. Congress St.	9549 S. Congress St.	115 W. Confederate St.
9330 N. Congress St.	9428 S. Congress St.	9550 S. Congress St.	121 W. Confederate St.
9335 N. Congress St.	9430 S. Congress St.	9559 S. Congress St.	122 W. Confederate St.
9346 N. Congress St.	9431 S. Congress St.	9560 S. Congress St.	
9349 N. Congress St.	9437 S. Congress St.	9565 S. Congress St.	115 E. Confederate St.
9352 N. Congress St.	9438 S. Congress St.	9571 S. Congress St.	
9354 N. Congress St.	9440 S. Congress St.	9576 S. Congress St.	108 Stonewall St.
9355 N. Congress St.	9444 S. Congress St.	9579 S. Congress St.	118 Stonewall St.
9356 N. Congress St.	9445 S. Congress St.	9581 S. Congress St.	
9357 N. Congress St.	9448 S. Congress St.	9586 S. Congress St.	9526 Cadet Rd.
9358 N. Congress St.	9450 S. Congress St.	9592 S. Congress St.	
9359 N. Congress St.	9453 S. Congress St.	9595 S. Congress St.	8869 George Collins Pkwy
9360 N. Congress St.	9454 S. Congress St.	9604 S. Congress St.	8895 George Collins Pkwy
9361 N. Congress St.	9456 S. Congress St.	9608 S. Congress St.	
9362 N. Congress St.	9457 S. Congress St.	9611 S. Congress St.	
9363 N. Congress St.	9459 S. Congress St.	9623 S. Congress St.	
9364 N. Congress St.	9460 S. Congress St.	9633 S. Congress St.	
9365 N. Congress St.	9463 S. Congress St.		
9366 N. Congress St.	9466 S. Congress St.	122 W. Old Cross Rd.	
9367 N. Congress St.	9469 S. Congress St.		
9368 N. Congress St.	9470 S. Congress St.	112 E. Old Cross Rd.	
9369 N. Congress St.	9471 S. Congress St.	120 E. Old Cross Rd.	
9373 N. Congress St.	9474 S. Congress St.		
9377 N. Congress St.	9475 S. Congress St.	9262 John Sevier Rd.	
9378 N. Congress St.	9478 S. Congress St.	9310 John Sevier Rd.	
9383 N. Congress St.	9481 S. Congress St.	9343 John Sevier Rd.	
	9484 S. Congress St.	9353 John Sevier Rd.	
9386 S. Congress St.	9485 S. Congress St.	9361 John Sevier Rd.	
9390 S. Congress St.	9487 S. Congress St.	9365 John Sevier Rd.	
9391 S. Congress St.	9489 S. Congress St.	9387 John Sevier Rd.	
9392 S. Congress St.	9494 S. Congress St.	9425 John Sevier Rd.	
9394 S. Congress St.	9497 S. Congress St.	9435 John Sevier Rd.	
9395 S. Congress St.	9498 S. Congress St.	9463 John Sevier Rd.	
9396 S. Congress St.	9501 S. Congress St.	9481 John Sevier Rd.	
9397 S. Congress St.	9502 S. Congress St.	9499 John Sevier Rd.	
9398 S. Congress St.	9504 S. Congress St.	9503 John Sevier Rd.	

\*Please contact the Town Office concerning any questions on whether or not a property is located within the Historic Overlay District.

# Town of New Market Historical Overlay District




-  New Market HOD Properties\*
-  Other New Market Properties
-  Shenandoah County

Created by: Alex Berryman

Date: 7-7-17

\*HOD based upon Tax-Map #

0 1000 ft

A horizontal scale bar with a vertical tick mark at each end, indicating a distance of 1000 feet.

(Office Use Only)

Attachments:

- ☐ Contractor's cost estimate
- ☐ Letter of Consent from property owner (if applicable)
- ☐ Photos of property

Delinquent Taxes or Fees Owed:      \_\_\_\_\_ Yes      \_\_\_\_\_ No      Verified by: \_\_\_\_\_

Town Council Decision:

Approved: \_\_\_\_\_

Declined: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_