

City of Bloomfield / Main Street Façade Improvement Program 2010

**THE CITY OF BLOOMFIELD
BLOOMFIELD MAIN STREET
HISTORIC PRESERVATION COMMISSION
MAIN STREET IOWA**

A Main Street Iowa Community

BLOOMFIELD MAIN STREET FACADE IMPROVEMENT PROGRAM

INTRODUCTION

It is the intent of the Bloomfield Main Street Design Committee, Historic Preservation Commission and the City of Bloomfield to provide financial incentives to property owners and business people within the Downtown Area (TIF District) to assist them in restoring and rehabilitating their property.

OBJECTIVES

The primary objective of the Façade Improvement Program is to revitalize the Downtown District by preserving and restoring the existing buildings. The purpose of the Façade Improvement Program is to promote economic development within the Tax Increment Financing District by providing financial incentives to encourage occupancy of a vacant commercial building, provide financial assistance to avoid the occurrence of a vacancy of a commercial building, or to encourage continued occupancy of a commercial building. Preservation as defined in this policy means such renovation of the existing structure of a building as it necessary to make the building structurally sound and usable for the applicant business but will not include work that is of a routine maintenance nature and is not necessary to the preservation of the building. It is hoped that in addition to preserving the appearance of the buildings, the program will provide examples for the rehabilitation of other properties throughout Bloomfield.

The incentive can equal up to 50 percent of the total project cost up to \$20,000.00. For example, if the total project cost is \$30,000.00, the incentive could be as much as \$15,000.00. The incentive will not exceed more than 50 percent of the total project cost. The owner is required to contribute a minimum of 10% of the funds necessary to complete the preservation project, and the source of these funds cannot be a loan. The owner must have a commitment for long-term financing, if necessary, for the remaining cost of the project. Subject to approval of the Main Street Design Committee, the City of Bloomfield, and the Historic Preservation Commission, Bloomfield Main Street will then provide an incentive up to and not to exceed 50% of the project costs. The incentive will have a minimum of \$1,000.00. The incentive will in no event exceed \$20,000.00. 35% of the incentive shall be provided upon proof of financing by the owner, and the remaining 65% of the incentive shall be provided upon completion of the project. Funds are being provided by the City of Bloomfield and are limited. The Main Street Design Committee, the City, and the Historic Preservation Commission will carefully examine applications to determine which projects will most contribute to the overall design quality of our community. Not all projects that apply may receive funding.

Bloomfield's Façade Improvement incentive will be in the form of a forgivable loan. The incentive shall be repaid in an amount and manner hereafter described if any of the following events occurs during the 24-month period immediately following completion of the approved project:

- A. The benefited property is sold or otherwise conveyed by the owner to another individual or entity; or
- B. The business located in the benefited property ceases operation; or
- C. Bloomfield Main Street becomes aware that the applicant made false or misleading statements in the application which were material in making the incentive; or
- D. The applicant becomes insolvent.

Bloomfield Main Street shall give written notice to the applicant upon determination that one of the forgoing events has occurred, in which case repayment shall be made to the City in 12 equal monthly installments of principal only beginning on the 1st of the month next following the date of the notice and continuing on the 1st day of each month thereafter until repaid in full. Except for repayment caused by reasons set forth in subparagraph C above, the amount to be repaid shall be calculated as follows:

Amount to be

$$\text{Repaid} = \text{Total Incentive} - \frac{(\text{total incentive})}{24} \times (\text{Number of full months from date of project completion to date of repayment notice})$$

For repayment triggered by reasons set forth in subparagraph C above, the full amount of the incentive shall be repaid to the City. If no notice of repayment, as above described, is given to the applicant within the 24-month period after project completion, then the incentive shall be deemed forgiven.

Pending forgiveness of the entire incentive or, pending full repayment of the incentive, the incentive shall be secured by a mortgage upon the benefited premises given by the owner in favor of the City at the time of incentive approval, which shall be subject to foreclosure upon default in making a required payment. A mortgage shall not be required if applicant has only a leasehold interest in the benefited property.

GUIDELINES

The Façade Improvement Program will provide technical assistance along with an incentive to building owners that meet the following guidelines:

- The incentive program will be administered by the Design Committee of Bloomfield Main Street. The Design Review Committee of Bloomfield Main Street, the City of Bloomfield and the Bloomfield Historic Preservation Commission will determine eligibility and approve all incentive applications.
- Selection to participate in the program will be based upon the applicant's consistency with the goals of the Design Committee and Historic Preservation Commission and upon commitment to proceed with the building improvements.
- Applicants must submit a Façade Improvement Program application along with cost estimates from a contractor specific of all work to be done.

- Work is to be completed and bills submitted prior to December 31, 2010.
- A complete copy of bills from expenses relating to a particular project must be presented to the Design Review Committee before the second installment of the incentive (65%) will be awarded. The amount of incentive may be adjusted if the actual cost is lower than the estimated cost. A final inspection of the project by the Design Review Committee and Historic Preservation will be conducted before payment of the second installment of the incentive will be issued. Any deviations from the approved application may disqualify the applicant.
- Applicant must consult with Main Street Iowa's Design Consultants prior to start of restoration project. These arrangements will be made through Bloomfield Main Street.

EXAMPLES OF ELIGIBLE PROJECTS:

Signage (additional or removal)
 Awnings (addition or removal)
 Exterior painting
 Repointing
 Cleaning
 Replacement of transom glass
 Removal of aluminum "slipcovers"
 Window repair and replacement
 Replacement of architectural detail
 Upper Story interior rehabilitation

EXAMPLES OF INELIGIBLE PROJECTS:

Roof repairs
 Interior improvements (Main Floor)
 Electrical work (except related to signage and upper story)
 Installation of inappropriate materials (aluminum siding, mansard roofs, etc...)
 Window display (merchandising) details

Upon approval of Bloomfield Main Street's Design Committee and Historic Preservation Commission, repairs from the ineligible projects list may be used to satisfy the 50% participation of the owner.

For application & assistance,
 contact Diana Upton-Hill at
 Bloomfield Main Street 641-664-2309

City of Bloomfield / Main Street Facade Improvement Program Timeline Checklist

- Applicant interview about qualifying for grant with Bloomfield Main Street Director and/or Design Committee chairman
- Schedule meeting with design consultant from Main Street Iowa (unless unnecessary for project scope, i.e. upper story rehabilitation)
- Design consultant visit to each applicant's proposed project
- Conceptual drawings by Main Street Iowa Design Consultants delivered to Main Street Program Director and delivered to applicant for review
- Complete Façade Improvement Program application form provided by Bloomfield Main Street available at Main Street office
- Return completed Facade Improvement Program application to Main Street Program Director for Committee review
- Negotiations on revisions to conceptual drawing recommendations
- Based on negotiations, possibly revised conceptual drawings
- Final application for the Facade Improvement Grant
- Review Committee will meet to discuss how project substantially meets Program Objectives and Design Consultant's recommendations
- Review Committee will award the Facade Improvement Grants in order of submissions
- File all necessary City permits

**CITY OF BLOOMFIELD / MAIN STREET
FAÇADE IMPROVEMENT PROGRAM APPLICATION**

1. Name of Applicant: _____
2. Mailing Address: _____
3. Phone Number: _____
4. Project Address: _____
5. Does the Applicant own the project building? Yes _____ No _____
6. If the answer to #5 is NO, please attach a letter from the owner expressing approval of the project proposal. Owner's name _____ Owner's phone number _____
Owner's address _____

7. DESCRIBE proposed project specifically (attach additional sheets as necessary)

Please attach 2 copies of the any project designs, drawings, floor plans or schematics.

8. Estimated project cost: _____
Amount of grant requested _____
9. Provide brief project cost outline by major categories such as signs, awning, painting, repair, etc. as an attachment to this application.
10. Proposed project start date: _____
11. Proposed completion date: _____
12. What is (are) the existing use (s) of the building? _____

13. Will this project proposal correspond with a change in the building's use? _____ If so, what? _____
14. List current assessed valuation of project property \$ _____

Please list the source and amount of all other funds to be supplied by the applicant or other public or private sources. Applicant is required to contribute a minimum of 10% of the funds necessary to complete the preservation project which may not be in the form of a loan.

<u>Source</u>	<u>Amount</u>
_____	_____
_____	_____
_____	_____
_____	_____

If the project property has been vacant, how long _____

Number of years the applicant has been in business

Names and numbers of contractors and /or architects used for the proposed project:

Applicant agrees to support the Bloomfield Main Street program as a member.

Applicant should be aware that additional financial data may be required if requested by the Review Committee. Applicant should also be aware that expenditures incurred prior to approval of the application will not be considered.

The undersigned applicant affirms that the information submitted herein is true and accurate to the best to my (our) knowledge. I (we) have read and understand the conditions of the Facade Improvement Program and agree to abide by its conditions and guidelines.

Signature of Applicant Date

Signature of Applicant Date

FOR OFFICE USE ONLY - Approval Process

Applicant Name: _____

Address: _____

Phone: _____

Review Committee Action: _____

Approval Grant Amount: _____ Approval Date: _____

Date of Approval Notice to Applicant: _____

Main Street Manager Notes: _____

Invoices Received Date: _____ Final Inspection Date: _____

Application Amendments: _____

Project Actual Cost: _____ Grant Funding: _____

Date Issued to Banks: _____ Date Paid Out: _____

Approval for payment: _____

Diana Upton Hill, Main Street Program Manager

Grant Eligibility Examples

**All projects are subject to review and approval to determine eligibility.*

Eligible

New exterior doors.

Must meet any codes and be energy efficient.

New Awning.

Must meet any codes and fit within, compliment and enhance the historic character of building.

Signage.

Must meet any codes and fit within, compliment and enhance the historic character of building.

New Windows.

Must meet any codes, be energy efficient, and fit within, compliment and/or enhance the historic character of building.

Exterior trim and/or façade paint/stain.

Must fit within, compliment and/or enhance the original historic character of building.

Structural Repair/Masonry/Repointing

Must fit within, compliment and/or enhance the original historic character of building; using a method which is proven safe and appropriate for said building and the preservation of its essential architectural features.

Restoring original structural elements and architectural features by removal of siding, sheeting or other building materials previously placed to cover original structural elements. *This is strongly encouraged in our continuing efforts to maintain and/or restore the historic character of buildings.*

Building expansion (exterior materials only)

Must fit within, compliment and/or enhance the original, essential architectural character of the building.

Not Eligible

Replacement of exterior doors with used, unapproved doors.

Roof and/or Gutter repair or replacement

Electrical except as related to signage and upper story rehabilitation.

Plumbing and/or climate control improvements.

Sidewalk and/or driveway/entrance repair or replacement

Replacement or addition of any building material which covers the original structural elements of the building. *This practice is strongly discouraged as it destroys a buildings historic character.*

Any practice which destroys, alters or interferes with the essential architectural character of the building.



REHABILITATION STANDARDS

The goals of the Façade Improvement Program Review Committee's Rehabilitation Standards are to ensure the physical preservation of the Downtown Historic District, to promote historically appropriate design practices, and to encourage the development of vacant 2nd story or basement areas into income producing areas.

Preservation Standards

Rationale:

The preservation and rehabilitation of existing structures is very often the most cost-effective alternative to creating commercial space. Restoration of historic buildings not only creates an aesthetically attractive business district, it also serves to promote business and tourism growth, community identity, heritage, and pride.

1. Repair or maintenance activities that result in improved structural integrity and/or safety are priorities for building rehabilitation projects.
2. Recommended preservation activities include, but are not limited to: re-pointing, window repair or replacement, improvements to the superstructure or foundation, roof repair, gutter repair or replacement, and necessary electrical, plumbing and climate control improvements when directly effecting preservation of the structure. The addition or replacement of siding, sheeting or other such inappropriate material which covers the original architectural elements is discouraged and is not eligible. Removal of such materials to expose original elements is strongly encouraged.
3. Sidewalk repair or other improvements are not eligible.
4. Repair of existing architectural elements has priority over replacement whenever feasible.
5. Preservation activities should not destroy, alter, or interfere with the essential architectural character of the building.

Design Standards

Rationale:

The visual appearance of the business district projects an image of the community as a whole to residents and visitors alike. Using the following design standards when implementing exterior renovations will result in an attractive downtown that speaks of the uniqueness of our community. These standards will serve as a guide to the Review Committee in determining project eligibility.

1. Commercial buildings are the products of a particular time and related style. Appropriate design improvements maintain or enhance the original architectural style of the building. Alterations, which have no historical basis or seek to create the appearance of another time period or style, are discouraged and are not eligible for low interest loans or grant money.

2. Retention of existing historic architectural elements is encouraged. Deteriorated architectural features should be repaired rather than replaced whenever possible. In the event that replacement is necessary, the new material should match the material being removed in composition, color, texture and other visual qualities. Addition or replacement of siding, sheeting or other such inappropriate material which covers the original architectural elements is discouraged and is not eligible for low interest loans or grant money. Removal of such materials to expose original elements is strongly encouraged.
3. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical architectural or cultural materials, and such design is compatible with size, scale, color, materials and character of the property, neighborhood or environment.

Signage

Rationale:

Revitalization efforts have been carefully guided for many years, and creating an inviting streetscape is a major part of attracting new businesses and customers. Signs play an important role in the success of your business, and the following guidelines have been designed to assist you and ensure the continuity of design elements. Please review the guidelines before designing your sign, or contact a reputable sign company to assist you.

1. Refer to the City of Bloomfield city codes for permitted sign size and types. **Sign permits are required.**
2. Signs shall be integrated with and complement the overall building façade. For example, a modern building should have modern signage, whereas historic structures should have historically correct signage.
3. Main signage should be brief and typically list only the business name.
4. The use of internally illuminated cabinets is usually not suitable for most historic buildings, but may be compatible through the use of individual letters or complementary design.
5. Banner signs should never be used in place of permanent signage.
6. Copy or design changes on existing signs must be reviewed.
7. Signs painted directly on exterior walls will be reviewed.
8. Awnings and signs should not cover architectural features.

Any non-conforming signs will be made compliant when substantial improvements are made to those properties.

Checklist for sign design review

- Photo of existing building
- Color rendering of proposed sign with outer dimensions

- Rendering of where sign will be installed on building
- Description of materials used in sign construction
- Name and phone number of your sign company
- Check with the City of Bloomfield Dept of Public Works Director for necessary permits and to determine the need for reviews by any other commissions.

Standards for Development of Interior Vacant Spaces

Rationale:

Productive use of all available space within buildings contributes to the overall economic, physical and social health of the downtown, and all of the community. Rehabilitation of unused second stories or basements to provide new or expanded income producing spaces is encouraged.

1. Appropriate uses for spaces created through rehabilitation may include retail, office, light manufacturing or residential uses. The project may provide expanded business or space for an additional new business.
2. The rehabilitation project should result in an increase in the income producing ability of the building.
3. Use of rehabilitated space for storage or warehouse purposes does not qualify unless it can be proved that this use results in an increase in the income producing capability of the building.

Main Street Iowa Design Assistance

Anyone within the Historic Downtown District qualifies for free, professional Design Assistance from Main Street Iowa. Main Street's design consultant, schooled in architecture and historic preservation, provides Main Street Iowa communities with conceptual drawings for facade renovations, building rehabilitation and new construction.

The Main Street philosophy is that the physical appearance of a business district sets that district apart from any other community. It also plays an important role in customers' perception of the district and desire to do business there. A physically attractive downtown is more appealing to shoppers, residents, visitors, and potential investors. The Main Street design philosophy involves improving the appearance of all physical things in the downtown, including buildings, signs, window displays and public improvements.

The Main Street design consultant visits each region several times throughout the year.

Visits to the communities are made only by request and must be scheduled in advance.