

# **BLOOMFIELD MAIN STREET / HISTORIC PRESERVATION COMMISSION DOWNTOWN SIGN AND AWNING GRANT PROGRAM**

## **INTRODUCTION**

It is the intent of the Bloomfield Main Street Design Committee and Historic Preservation Commission to provide financial incentives to property owners and businesses within the Main Street District in order to facilitate the growth and development of Main Street Businesses and enhance the visual appeal of the historic district.

## **OBJECTIVES**

The objectives of the grant program is to preserve the historic infrastructure and promote economic development in the Main Street District. The purpose is to promote economic development by providing financial incentives to encourage business growth.

Subject to approval of Bloomfield Main Street and the Historic Preservation Commission, the incentive can equal up to 75% of the total project cost, not to exceed a maximum of \$3,000. For example: if the total project cost is \$3,000, the incentive would be as much as \$2,250 (75% of \$3,000). Costs above the incentive amount will be the responsibility of the applicant. Total project cost minimum is \$2000 (incentive minimum of \$1500). The incentive will in no event exceed \$3,000. 100% of the incentive will be paid out upon completion of the project and proof of expenditures. Funds are being provided by Bloomfield Main Street and Historic Preservation Commission and are limited. The Main Street Design Committee and the Historic Preservation Commission will carefully examine applications to determine which projects will contribute to the objectives. Not all projects that apply may receive funding.

## **GUIDELINES**

The Downtown Sign and Awning Grant Program will provide technical assistance along with an incentive to building owners that meet the following guidelines:

- The grant program will be administered by Bloomfield Main Street. The Design Review Committee of Bloomfield Main Street and the City of Bloomfield Historic Preservation Commission will determine eligibility and appropriateness of all applications.
- Selection and disbursement of awards will be based upon the applicant's consistency with the goals of the Design Committee and the Historic Preservation Commission.
- Applicants applying for grant funds for signage must request design assistance through the Main Street Program.
- Applicants must submit a Downtown Sign and Awning Grant Program Application along with cost estimates for all labor and material.
- Work is to be completed and bills submitted within 18 months of the grant award date.
- A complete copy of bills from expenses relating to a particular project must be presented to the Design Review Committee before funds are disbursed. The amount of grant 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 Commission will be conducted before payment will be issued. Any deviations from the approved application may disqualify the applicant.

- Applicant must be a current investor of the Bloomfield Main Street program and continue to be for a mandatory period of two years following project completion.
- Applicants will have through September 8, 2023 to apply for the grant.

#### **EXAMPLES OF ELIGIBLE PROJECTS:**

##### Signage

- New Signage (including fabrication, installation and removal of existing signage)

##### Awnings

- New awning and/or awning system
- Repair and/or replacement

For application & assistance,  
contact Executive Director at  
Bloomfield Main Street 641-664-2309  
info@bloomfieldmainstreet.com

## **Downtown Sign and Awning Grant Program Timeline and Checklist**

**All applicants will be required to follow the outline below to qualify and receive funding.**

1. Complete and return the Downtown Sign and Awning Grant Program application to the Main Street Executive Director for Committee review.
2. Discuss and revise conceptual drawing recommendations with Committee (if necessary).
3. Main Street Design Committee and City Historic Preservation Commission will review the applications to ensure project substantially meets program objectives, design consultant's recommendations, and City permit guidelines.
4. File all necessary City permits.
5. Applicant completes the project as outlined in the application. Costs are recorded and submitted to Main Street.
6. Design Committee and Commission inspects completed project and dispenses qualifying funds to applicants.

## Main Street Design Assistance

Investors within the Bloomfield Main Street District qualify 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 sign creation, facade renovations, and building rehabilitation.

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.**

### **BLOOMFIELD MAIN STREET / HISTORIC PRESERVATION COMMISSION DOWNTOWN SIGN AND AWNING GRANT PROGRAM**

1. Name of Applicant:
2. Mailing Address:
3. Phone Number:
4. Email address:
5. Project Address:
6. Does the Applicant own the project building? Yes      No
7. If the answer to #6 is NO, please attach a letter from the owner expressing approval of the project proposal.  
Owner's name  
  
Owner's phone number  
  
Owner's email address
8. Applying for:  
Signage  
Awning  
Signage AND Awning
9. DESCRIBE proposed project specifically (on separate sheet or additional as necessary)

**Please attach 2 copies of any project designs, drawings, or schematics.**

1. Estimated project cost:
  
2. Amount of grant requested:
  
3. Proposed completion date:
  
4. What is (are) the existing use(s) of the building?
  
  
5. Names and numbers of contractors and others proposed for the project:

Applicant must be a current investor of the Bloomfield Main Street program and continue to be for a mandatory period of two years following project completion.

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 BLOOMFIELD MAIN STREET / HISTORIC PRESERVATION COMMISSION DOWNTOWN SIGN AND AWNING GRANT PROGRAM and agree to abide by its conditions and guidelines.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

### **Rehabilitation Standards**

The goals of the Review Committee's Rehabilitation Standards are to ensure the physical preservation of the Downtown Historic District, and to promote historically appropriate design practices.

#### **Signage/Awnings**

##### Rationale:

*Revitalization efforts have been carefully guided for many years, and creating an inviting district is a major part of attracting new businesses and customers. Signage and Awnings 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 refer to the **Design Guidelines** before designing your sign or awning by visiting the City of Bloomfield website, City Hall (111 W Franklin St.), or the Bloomfield Main Street Office (101 E. Franklin St.).*

*cityofbloomfield.org*