



MAIN STREET FAÇADE IMPROVEMENT PROGRAM

SECTION 1: APPLICATION PROCESS

SECTION 2: APPLICATION & CHECKLIST

Façade Improvement Guidelines

PROGRAM OVERVIEW & PURPOSE

The purpose of the Façade Improvement Program (“Program”) is to improve the appearance of buildings on the **Downtown Business District** area which are street-facing or in prominent view. The Program’s mission is to stimulate redevelopment and private sector capital investment by proactively addressing deteriorating property conditions and encouraging improvements which increases business activity and economic vitality in the **Downtown Business District** area.

This program is managed and administered by the City of Page Community Development Department with guidance from the Economic Development Advisory Board. Community Development Staff will maintain program guideline, application, and publication documentation as well as manages the budget and activities of the review committee.



GOALS

The Façade Improvement Program hopes to establish a revitalized downtown district that encourages economic growth, consumer satisfaction, and general appearance improvement. While the primary goal is to improve the store front façade, a secondary goal is for the City of Page to support local business in the effort to stimulate business.

Goals of the Program

1. Visually improve façades to encourage economic growth in Downtown Business District
2. Encourage high-quality redevelopment and beautification
3. Increase or restore architectural elements to the structure

ELIGIBILITY CRITERIA

Eligible Participants

Eligible participants include property owners and tenants of commercial buildings within the **Downtown Business District**. Tenants must have written owner-authorization to participate in the program. Applicants are encouraged to apply to the program more than once; however, will not be awarded funding more than once in a **funding cycle**, unless there are no other eligible applicants in the review period.

Project Requirements

All projects should be completed by a licensed contractor, be permanent to the structure/façade and remain as part of the property (if the building is sold or the applicant moves to a different location). If City Code violations exist on the property, the owner/tenant may apply to the Program but will not receive any reimbursement until all violations have been remediated.

Architectural and Design Guidelines

Chapter 152 City Ordinance, Section 2.3.5 (Commercial and Mixed-use site and Architectural Design Guidelines). Stipulations of this section are applied to all proposed projects regardless of frontage or location.

Eligible Projects

- Exterior painting and Façade repair
- Façade detail and trim restoration or replacement
- Exterior Signs
- Façade accessibility improvements
- Plants and landscaping
- Canopies and awnings
- Doors and windows
- Façade and display window lighting
- Demolition of obsolete structures
- Addition of a patio or outdoor space

Ineligible Projects

- New building construction
- Roof repairs (other than those portions that directly attach to a new or renovated façade)
- Billboards
- Any interior work
- Any improvements not visible from the public right-of-way
- Any items that are not allowed by the City of Page Building and Zoning Code

Funding

Applicants will have the opportunity to receive a maximum reimbursement of up to 50% of the approved project cost with a maximum reimbursement amount of \$10,000 per approved project. Reimbursements are subject to available each funding cycle and all project work must be completed within four (4) months from listed start date unless otherwise noted in the application. The program is funded through the City General Fund.



DOWNTOWN BUSINESS DISTRICT

APPLICATION PROCESS:

STEP 1 » Schedule a pre-application information session with City staff

Applicants are required to attend a pre-application meeting to review the program requirements, application checklist, approval process, and address any questions from the applicant. This meeting should be approximately two to three weeks after the submission of the application. Please contact Tim Suan at tsuan@pageaz.gov or 928-645-8861.

STEP 2 » Complete and submit a formal application

Please reference the application checklist.

STEP 3 » Application review process

Members of the Economic Development Advisory Board will review each application for completeness, identify appropriate funding for each proposed project and prepare recommendations. Applications will be evaluated on the following criteria:

- a. Total project budget
- b. Design plan
- c. Located between North and South Navajo, along Lake Powell Blvd.
- d. Returning facility productive use and/or creation of new uses within the space
- e. Total linear feet of storefront to be improved

STEP 4 » Notice to Proceed

Following recommendation by the Economic Development Advisory Board, and approval by the City Council, City Staff, we will issue a formal “Notice to Proceed.” Any work initiated BEFORE the “Notice to Proceed” will NOT be eligible for reimbursement.

STEP 5 » Secure permits

Following “Notice to Proceed” approval, but prior to work starting, the applicant must secure all required building or development permits.

STEP 6 » Submit copies of bills for reimbursement

The applicant must submit copies of paid bills, canceled checks, contractor lien waivers and receipts to the Town for reimbursement. A receipt plus photos of the completed work will be needed for each reimbursement. The line item within the application that the work applied to should also be referenced.

STEP 7 » Community development department inspection

Members of the Community Development Department will inspect the completed project to ensure that work was performed as outlined in application. This inspection does not replace or supersede any additional inspections that may be required by the City's Building Safety Division.

STEP 8 » Reimbursement

Once all paperwork and inspections have been completed, applicant will be reimbursed up to the approved amount. Work must be completed within four (4) months of the stated start date unless otherwise noted in application.

Facade Improvement Program Application & Checklist

Date: _____

PROPERTY INFORMATION

Property address:

Year dwelling was constructed:

Applicant name:

Applicant address:

Applicant phone: _____

Applicant email: _____

Business name (if applicable):

How long have you been in business (if applicable)?

How many employees do you currently have on staff?

How many employees do you anticipate adding after improvements?

PROPERTY OWNER INFORMATION

Property owner name:

Property owner address:

Property owner phone: _____

Owner email: _____

Is the property currently for sale?

PROPERTY OWNER ACKNOWLEDGMENT

I am the property owner of the building address noted in this project application and my address and phone number are noted correctly in this document. I have been informed of the applicant's intention to perform the improvements described in this application, and I hereby authorize the tenant to apply for the proposed improvements.

Property owner signature:

Date _____

Property owner phone: _____

APPLICATION NARRATIVE Proposed project (check all that apply):

- Exterior painting and façade repair
- Plants and landscaping Awnings Doors and windows
- Façade and display window lighting
- Demolition of obsolete structures
- Addition of a patio or outdoor space
- Exterior signage (street facing) and parking lots/parking lot striping
- Other _____

Anticipated start date:

Anticipated finish date:

Proposed TOTAL project cost:

APPLICATION CHECKLIST

With this application, I have included or completed the following:

Please email electronic copy of the completed application to Tim Suan at tsuan@pageaz.gov

1. Pre-application information meeting.
2. Completed application (including a narrative of proposed work and budget).
3. Site plan drawn to scale including landscape placement, design plan (conceptual), location within Downtown Business District and total linear feet of storefront to be improved.
4. Altered property rehabilitation plans drawn to scale.
5. Photographs of the existing condition.
6. Paint chips/samples/materials (if work includes painting of buildings, doors, awnings, etc.).
7. If application includes a sign, a plan showing the location, size, material and type of signs you want to install.
8. 3rd-party receipts required for reimbursement.

DISCLAIMERS AND SIGNATURES,

I understand that all improvements are subject to obtaining the appropriate permits for the project.

INITIAL: _____

I understand that information and photos submitted may be used for promotion of the Façade Improvement Program.

INITIAL: _____

Applicant signature:

Applicant printed name:

Property owner's name:

Submission date: _____

Scoring Matrix

Visually improve façades to encourage economic growth in Downtown Business District	Points
Key, highly visible elements of the building will be improved.	1 2 3 4
The building is highly visible due to its location (prominent intersection, larger than surrounding properties, etc.).	1 2 3 4
Improvements will significantly impact revitalization efforts in downtown.	1 2 3 4
Business is also working on an interior rehabilitation project to expand merchandise, services, i.e. needing additional staff.	1 2 3 4
Business plans on creating jobs in the process of improving their property. (Number of jobs estimated to be created).	1 2 3 4

Encourage high-quality redevelopment and beautification	Points
The plan is consistent with the downtown design guidelines.	1 2 3 4
Proposed improvements will enhance the aesthetics of the building.	1 2 3 4
The proposed work complements neighboring property.	1 2 3 4

Increase or restore architectural elements to the structure	Points
Improvements are more than temporary cosmetic touches. Improvements have lasting value and will secure the integrity of the property.	1 2 3 4
A professional designer contributed to the plan.	1 2 3 4
Historic characteristics are enhanced and/or restored.	1 2 3 4

BONUS	Points
The project overwhelming positively impacts economic activity in the community.	1 2 3 4
Applicant owns the building and plans to invest in additional projects.	1 2 3 4
Project includes a maintenance plan for the improvements.	1 2 3 4