

## **Bowdon Main Street**

### **2018/19 Sign Grant Program**

The Bowdon Main Street Sign Grant Program is designed to encourage exterior improvements to the commercial properties in our Main Street district footprint; to preserve the unique character of these historic buildings, to enhance the overall look of downtown Bowdon, and to stimulate business growth.

#### **Program Requirements:**

- The grant is for commercial property signs only.
- All improvements must comply with the City of Bowdon building codes and ordinances.
- Applicants must be tenants or owners.
- Property must lie within the confines of the Bowdon Main Street district footprint or a special request may be considered for commercial properties which lie outside of the district boundaries.
- Work must commence within 30 days of acceptance into the sign grant program and completed within 180 days.

#### **Sign Size and Position Requirements:**

- Sign must be durable
- Must be respectful to the historical and community context of the building
- Can include lighting, **if** lighting is specifically for the sign. Does NOT include other lighting

#### **Restrictions:**

- The application **MUST BE APPROVED BEFORE** starting the project.
- Sign grants will not be permitted for routine maintenance or damage covered by insurance.

#### **Design Assistance:**

- The Georgian Trust for Historic Preservation and the Department of Community Affairs provide a design consultant to Georgia Main Street cities to help plan project renovations. For a nominal fee the design experts can provide you with a rendering that will best fit your building and enhance the surrounding properties.

#### **Funding:**

- Grant money will be awarded on a 50% basis for eligible project expenses, up to total project cost of \$1,000. Each sign may be awarded a maximum of \$500 per project, *as funds are available*. (Refer to your accountant to discuss possible tax implications for receiving a grant.)

- Grants are limited to one grant per building during any 12 month period, excluding additional funds awarded for facades.
- Grant money will be paid:
  - After work has been completed and all receipts and paid invoices have been turned in to Bowdon Main Street staff.
  - After representatives of the Main Street Board and Codes Enforcement have inspected the property and reviewed and approved all invoices, receipts, and canceled checks.
  - Contracted projects must provide proof of final payment.

### **Eligible Projects:**

- Signs advertising a store or business.
- Applicant must be willing to agree to remove the sign when the business ,moves or closes, within 60 days of the move/closure.

### **Ineligible Projects:**

- Removal of historically or architecturally significant features
- Sandblasting of brick or masonry surfaces
- Improvements made prior to the approval of grant application
- Properties with past due city taxes, utilities, or business licenses

### **Criteria for Grant Approval or Denial**

- First come, first served basis
- Availability of funds
- Historic or architectural significance of the property
- Compatibility with other downtown signage
- Potential impact of the project on the downtown
- Overall cost of the project
- Quality of the project improvements
- Incomplete Application
- Durability of signage
- Agreement to remove signage within 60days of a business moving or closing

### **Grant Deadline:**

- Completed grant application must be submitted to the office of the Main Street Program Manager at Bowdon City Hall, in person, or by mailing to Bowdon City Hall, Attn: Main Street Manager, 136 City Hall Avenue, Bowdon, GA 30108
- Applications will be evaluated as soon as possible, no later than six weeks after receipt
- No work may commence prior to written approval by the Bowdon Main Street Applications may be obtained from City Hall, office of the Main Street Manager, or from the [www.bowdonmainstreet.com](http://www.bowdonmainstreet.com) website.

Applicants must submit designs to the Main Street Manager for review before submitting for approval of the Design Committee and final approval of the Board. The Main Street Manager may offer suggestions for design assistance, improvements, color selections and other recommendations.

**Application Checklist:**

- ✓ **Rendering of proposed improvements**
- ✓ **Plans describing the type and scope of work**
- ✓ **Sample of proposed paint colors**
- ✓ **Three bids from all trades providing new materials (i.e. sign company, painter)**
- ✓ **“Before” photographs of the proposed sign location, one hard copy and one digital**
- ✓ **Detailed budget for the overall project**
- ✓ **Signed and completed grant application, including signature page**

**Frequently Asked Questions:**

**What is a façade?** An applicable façade is the front or rear face of a building, or an exposed side that faces a public street or parking lot.

**Why are grant funds limited?** There are limited funds available and limits have been set to encourage use of funds by as many applicants as possible.

**What guidelines will be used to judge the aesthetic, historical, and architectural acceptability of an application?** The Design Committee will be guided by the Georgia State Historic Preservation Plan. Copies are available on the web at [www.bowdonmainstreet.com](http://www.bowdonmainstreet.com).

**What color(s) may be used?** Colors recommended by the Design Guidelines (cited above) or a historic color palette available from the Main Street Manager are acceptable.

**What area of downtown is included in the Main Street district?** A map is available on [www.bowdonmainstreet.com](http://www.bowdonmainstreet.com). You may also request a copy from the Main Street Manager.

Bowdon Main Street  
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**To complete your application, please sign the attached signature page, and include it with your application. Applications are not complete without the signature page, and will not be considered.**

I have read the guidelines and policies related to the Bowdon Main Street Façade Grant Program. I understand that if I fail to comply with these guidelines and policies, I may become ineligible for grant funds.

Business Name: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date