

Town of Ashland



Façade Enhancement Grant: Program Overview

The Town of Ashland is again pleased to offer Town of Ashland property owners and business persons (applicants) the opportunity to apply for a Façade and Landscaping Grant. The purpose of the grant program is to promote continued development through renovation, restoration and preservation of commercial buildings.

Priority for funds shall be given to projects that include the creation of non-disposable, tangible assets, to projects that have a large scope and projects that will benefit business neighbors. This program is not designed to serve as simply sign replacement funding. See the scoring sheet at the end of this document.

Guidelines:

1. Commercial structures must be located within the Town of Ashland.
2. Grants are not intended to cover the entire cost of the project. Awards will cover a portion of the project to be determined by grant reviewers.
3. Work may not begin on proposed projects prior to approval.
4. The applicant may be the property owner or tenant. A tenant must have the property owner's signed approval.
5. Work may be done by a family member if two other quotes for work are submitted from non-relatives.
6. The completed design plan for improvements must be submitted to, and approved by, the Planning and Community Development Department. Any changes made to the design after it has been approved must be submitted *before* installation and are subject to approval and may jeopardize the grant.
7. The applicant will be paid upon completion of the project and submission of all receipts for work performed.
8. Projects must maintain appropriate building style standards and comply with the Ashland Comprehensive Plan, Design Guidelines Manual and zoning guidelines. Appropriate permits must be obtained.

9. Any improvements made must be maintained for a minimum of 18 months from the time of reimbursement. If improvements are not maintained for a minimum of 18 months, all grant funds will be reimbursed to the Town.

Criteria for Selection:

___ Impact to Area/Town of Ashland (1-5)

Does the proposed project comply with the Ashland Comprehensive Plan and the Design Guidelines Manual? Do exterior changes compliment the nature of the street/block where the property is located? Is this property positioned in a high-traffic or highly-visible part of town and clearly does not meet the building standards of the area?

___ Community Connection (1-5)

Did the applicant work with neighbors, business owners or community organizations to create an improvement plan which benefits the overall neighborhood? Will the applicant hire local (Ashland or Hanover) contractors?

___ Permanent, Tangible Improvements (1-5)

Are the proposed improvements permanent, in that they will increase the value of the property? Will the proposed improvements become affixed to the property in a way that if the property is sold, will remain with the structure? Do the enhancements to the property demonstrate significant return on investment?

___ Economic Impact to Business and/or Property (1-5)

Will this project result in any economic growth (i.e. support to existing business, increase number of customers, commercial occupancy of a vacant space, increase in building value, etc.). Does the current condition of this property warrant the proposed project? Is there a description of problems that relate to the current façade? Is there a history of frequent tenant turnover? Is this property adjacent to distressed properties?

**Department of Planning and Community Development
101 Thompson Street
Ashland, Virginia 23005**

Contact Joe Topham – Business Retention & Expansion Manager
jtopham@town.ashland.va.us

phone: (804) 798-1073 www.town.ashland.va.us
fax: (804) 798-4892

Façade Enhancement Grant

Date: _____

Town of Ashland



Department of Planning and Community Development
101 Thompson Street
Ashland, Virginia 23005

Phone: (804) 798-1073 www.ashlandva.gov

Fax: (804) 798-4892

Applicant Contact

Name: _____ Phone: _____

Address: _____

Email: _____ Fax: _____

Business Information

Name: _____ Phone: _____

Address: _____

Property Owner

Name: _____ Phone: _____

Owner Signature: _____ Date: _____

If a legal representative signs for a property owner, please attach an executed power of attorney.

Required Attachments

- Contractor(s) line item cost estimate or bid on letterhead with breakdown expenses – itemized with materials listed
- Architectural drawing or sketch of improvements
- Photos of existing building (may submit electronically)
- Paint samples (if applicable)

Total cost of project: _____

Applicant Acknowledgement of Conditions

I [Applicant] have read the conditions and acknowledgements and agree to fulfill the terms and conditions of this program.

Signature: _____ Date: _____

Proposal Description

1. Describe your improvements.

2. How will this project be an economic benefit to your business and/or property?

3. How this will benefit your business area and the Town of Ashland?

Conditions and Acknowledgements

This grant program is subject to change or cancellation at any time by the Ashland Town Council or Town Manager. In addition, any policy or procedure described herein may be waived by official action of the same individuals. The Town of Ashland reserves the right to reject any and/or all applications.

If I am successful in obtaining a Façade and Landscaping Grant, I am obligated to maintain the funded improvements for a minimum of 18 months from the time I receive reimbursement. If the improvements are removed or changed prior to the 18 month timeline without prior approval, I agree to reimburse the Town of Ashland for the entire amount of the grant.

I have read, understand and will comply with the criteria described in this application, as well as the timeline, and I certify that the above information is true and correct to the best of my knowledge. I hereby acknowledge my application for a grant, and do authorize the Town of Ashland staff to obtain verifications from any source named in this application.