

Mainstreet Waynesboro, Inc.

Façade Improvement Programs & Guidelines

Updated November 2019

Supported by PDC & DCED

Introduction

The purpose of the Mainstreet Waynesboro Façade Program is to encourage and support business owners and property owners on Main Street in Waynesboro to restore, improve, or maintain the front and, in certain circumstances, side facing and rear facades on their buildings in the core business district. The visual impact of our Main Street environment is critical to attracting shoppers, foot traffic, visitors and members of the community at large. This core segment of our downtown has been described as the “front door of our community.” How we take care of the front door of Waynesboro will have a powerful impact on how we view ourselves and how others view our community.

By granting owners and businesses financial support to improve facades, this program will:

- Stimulate private investment in downtown properties
- Foster an attractive shopping environment
- Preserve the architectural heritage of downtown properties

This program is currently limited to properties on Main Street between Cumberland Valley (C.V. Avenue) and Clayton avenues in the Borough of Waynesboro, PA. Applications for this Façade Grant Program should include the following activities as eligible costs for reimbursement:

- Sign programs
- Paint programs
- Design assistance
- Storefront and building facades, such as brick, metal or stone work, doors, windows, awnings
- Signs and façade improvements that extend around the side of a building and are integral to or a continuation of the storefront or building front façade as described below
- Signs and façade improvements to the rear of a building where the rear serves as a primary or secondary entrance to the business and is used as a standard customer entry/exit point. Examples are rear entrances that funnel customers into a business from adjacent parking lots. Also targeted for grants are rear façade improvements for businesses that support outside venues, such as restaurants with outdoor seating.

Program Limits

The Mainstreet Waynesboro Façade Program is limited to commercial properties on Main Street between C.V. and Clayton avenues. Residential buildings are not eligible. However, commercial buildings with mixed business and residential are eligible. Only the front facades of commercial buildings are generally eligible. Additional work (on the sides or the rear) may be done with other grant funding or private funding but will not be eligible for reimbursement.

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An exception is signs and façade improvements (including brick, metal or stone work, doors, windows, awnings, etc) that are integral to and a continuation of the front sign or façade work to be done, are visible from the street, and clearly intended as an extension of the front view. Also eligible are rear façade improvements that serve a similar function as the front entrance to the business, as explained on Page 2 above.

Either the property owner or the owner of the business entity may apply for and receive grant funding.

Design Standards

The Mainstreet Façade Program will generally follow the same set of design guidelines which have been developed for the Borough of Waynesboro Façade Program. Please refer to the published copy of these guidelines (a copy of which can be borrowed from the Mainstreet Waynesboro office). These guidelines are a good guide to how best to proceed with your project. While the Review Committee expects applicants to develop their project in good faith with the advice given in the Design Guidelines, we also recognize that each project has unique aspects which require a degree of flexibility.

In general, the Review Committee will approve or deny projects based on three key factors:

- Is it an improvement to the overall aesthetic appearance (curb appeal) to the downtown?
- Is it appropriate to the neighboring buildings and the specific location in the downtown?
- Does it foster an improved shopping or downtown visiting experience?

Design Assistance

Should you desire the help of a design professional, Mainstreet Waynesboro can provide the help of an architect for advice in the color and/or paint scheme for your façade. Also, a preliminary sketch of the completed work to help you in the bidding and completion process can be developed. A modest charge of \$300 is required for the design work; if your application is approved, MSW will waive the design charge.

Financial Details

This is a matching grant program, and the total maximum grant per project will be \$5,000. After project development, the applicant obtains two bids for the work to be done, submitted with the completed application. An MSW representative will conduct a pre-approval inspection of the project location, while actual work is authorized and completed under the applicant's supervision.

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When it is completed, the work is inspected by a MSW representative, and the contractor is paid by the applicant. MSW will then reimburse half the cost of the project, up to \$5,000. The total project could cost up to \$10,000 and you would receive a reimbursement for half the cost. The project may cost more than \$10,000, but MSW will only reimburse a maximum of \$5,000 per project.

An applicant may do more than one project in a year's time, but may only receive \$10,000 in façade grant funding in a calendar year. Grant applicants are required to maintain the building as a commercial entity for a minimum of three (3) years. If the commercial use is discontinued within the three-year period, all funds received from the Façade Grant Program must be returned to MSW.

The Pennsylvania Prevailing Wage Act (43 P.S. & 165-1 et seq.; 34 Pa. Code & 9.101 et seq.) may be applicable to this Project. If applicable, the Grant Recipient is responsible for including prevailing wage rates in all bid documents, specifications, and construction contracts pertaining to the project. The Department of Labor and Industry (L&I) has final authority to make all prevailing wage requirements.

Please Note: Prevailing Wage requirements are generally applicable to grants for construction, demolition, reconstruction, alteration, repair work, renovations, build-out and installation of machinery and equipment in excess of \$25,000. Any questions as to final prevailing wage obligations should be directed to the Bureau of Law Compliance at 1-800-932-0665.

Eligible Activities

This particular program is focused on improving the appearance of commercial buildings in the eligible Main Street zone. Only external improvements are eligible for this funding. Landscaping and site improvements such as sidewalks and paving, while important aspects of a revitalization program, are ineligible for reimbursement from this specific program. Eligible improvements include new signage, awnings, painting programs, façade restoration, such as brick, metal or stone work, doors, windows and awnings and professional design services as part of a building restoration.

The Review Committee

The members of the Façade Grant Review Committee are appointed by the Executive Committee of Mainstreet Waynesboro, Inc. The committee will consist of a minimum of three MSW members. One member will be designated as the chair and responsible for conducting the application review process, documenting results, and making formal approval recommendation to the MSW Board.

Application Steps

Following is a step by step guide for a typical application. It is recommended that a potential applicant review the process with a Mainstreet Waynesboro representative prior to initiating the project.

- 1) Review the Façade Grant Guide.
- 2) Identify that your building is in the eligible Main Street zone which would qualify for this program. These will be buildings fronting on Main Street, between Cumberland Valley and Clayton avenues in the Borough of Waynesboro.
- 3) Review the Mainstreet Waynesboro Design Guidelines (available at the MSW Office) to learn how best to plan your improvements.
- 4) Determine the scope of the work you wish to accomplish on your front façade. If you would like to use our architectural rendering service, please contact the MSW office.
- 5) Obtain two contractor estimates on the façade improvement work desired. Work must be exterior only, and may include repair, repainting, chemical cleaning, signage, awnings, windows, doors, brick, metal, and stone work, and associated labor. Consider the potential for the project to be covered under the Pennsylvania Prevailing Wage Act.
- 6) Complete the Facade Project Application Form, attach contractor estimates, color charts, drawings description and include a check made out to Mainstreet Waynesboro Inc. for the application fee. Application fees are \$50 for projects up to \$500, and \$100 for projects exceeding \$500.
- 7) Arrange a pre-construction visit by a MSW representative.
- 8) Upon approval, a contract will be executed between applicant and MSW, acknowledging the grant commitment and the associated requirements for grant reimbursement.
- 9) Authorize the contractor work to begin for completion within 120 days from contract approval, unless stated otherwise in the contract.
- 10) After completion of work, contact MSW for an inspection meeting at the work site to approve the completed work.
- 11) Grant funding reimbursement check will be issued within two weeks of the inspection and submission of payment receipt to contractor.