



**DOWNTOWN DEVELOPMENT AUTHORITY**

CHAIRMAN JIM EYRE, MEMBER JOHN BEMIS, MEMBER JOSH BARE, MEMBER BRENDON FRAZIER,  
MEMBER TIM MORESCO, MEMBER LAUREN SUMMERS, MEMBER LIZ JACKSON

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January 24, 2024

**DOWNTOWN FACADE GRANT PROGRAM**

Dear Property/Business Owner,

On behalf of the Downtown Development Authority of the City of Norcross (DDA), I am pleased to offer the updated Downtown Facade Grant Program for 2023-2024. The goal of this program is to provide a financial incentive to property/business owners in the downtown Norcross area to improve and renovate the exterior of their buildings.

The program can provide matching grants of up to \$2,500 per property.

The DDA has allocated \$10,000 in matching funds for the program each year, for a total of \$20,000 in public/private investment in the city's vital downtown area.

Please note that facade easements are not a part of this program.

As part of the downtown business district, you are eligible to apply for a matching grant for the approved renovation projects described in Sections 2 and 3 of the attached guidelines. Applications will be reviewed by the DDA Board Members within five-eight weeks of receiving your application.

Please note that applications will be reviewed in the order in which they are received. After reviewing the enclosed Program Guidelines and Application Form, please contact me for additional information at 678-628-8793.

We hope that you will take full advantage of the opportunity this matching grant program presents. As our business community continues to revitalize their properties, downtown Norcross will also continue to flourish.

Sincerely,

*Stephanie Newton*

Stephanie Newton  
Downtown Manager



# CITY OF NORCROSS

## DOWNTOWN FACADE GRANT PROGRAM

### GUIDELINES

#### 1. PURPOSE AND OVERVIEW

The Downtown Development Authority of the City of Norcross (DDA) Facade Grant Program is intended to stimulate investment in the revitalization and preservation of building exteriors in the downtown Norcross area. With architecture ranging from the 1870s to modern day, downtown Norcross is the heart of the city and a source of pride for many in the community.

Matching funds are made available for eligible improvements to business facades that are easily visible to the public from public rights-of-way (such as those that face a public street, Skin Alley, or a public parking area, for example). Improvements must preserve the individual character of each building with its unique features, historic appearance, and significance, as well as make a contribution and impact to the appeal of the downtown area. Note that all such improvements must meet the Architectural Review Board's (ARB's) design standards.

The Facade Grant Program is funded by the DDA and is administered by the Downtown Manager. The DDA will determine the amount of the matching funds based on the proposed facade change, grant funds available, and the number of requests under consideration.

Previously completed projects include the facades of Mojitos Cuban Bistro, the exteriors of Youngblood Dentist office and Anna Balkan Jewelry & Gifts, and Taste of Britain's front door & awning. The significant improvements in the exteriors of these buildings are a good example of the goals of this program.

#### 2. FACADE GRANT ELIGIBILITY CRITERIA

- Eligible project locations include:
  - Properties labeled with the designation of National Historic District; or
  - Properties contiguous to Buford Highway within the Downtown Development Area.
- Eligible projects must be located on properties with a commercial zoning designation in the areas noted above. For location eligibility confirmation, please contact the City of Norcross Community Development Department at 678-421-2027.
- Eligible participants include commercial and mixed-use property owners and business owners. Government entities, churches, residential zoned properties and national franchises of all types are excluded. If the property is leased, the property owner must consent to the



proposed project. This consent may be provided in the form of an owner consent letter or the property owner may co-sign the grant application.

- Priority will be given to buildings that are historic, architecturally significant and/or visually prominent, and to buildings with inappropriately applied facades that are unsightly or in need of repair.
- To qualify for a facade grant, projects must result in improvements that:
  - Are appropriate for the building architecture and consistent with its current business uses;
  - Preserve the architectural integrity and restore, if possible, the original building facade; and positively contribute to the appearance and vitality of Downtown Norcross.
- Eligible projects must:
  - Be in harmony with preservation guidelines outlined in the U.S. Secretary of the Interior's Standards for Rehabilitation (attached).
  - Be in accordance with all government rules, regulations, and laws, including but not limited to the City of Norcross' ordinances and building codes, and the ARB's Architectural Design Standards.

### 3. GUIDELINES FOR FACADE IMPROVEMENTS

- Potentially eligible work is limited to exterior improvements only – business facades that are easily visible to the public rights-of-way (e.g. facades that face a public street, a public parking area or Skin Alley). As funds permit, grant monies may be applied to additional public elevations (e.g. a corner building which fronts two public streets). If appropriate, the DDA may elect to consider each additional elevation as a separate submittal.
- From minor improvements to full-scale restoration, a wide range of investment proposals will be considered, including:
  - exterior painting
  - exterior signs
  - canopies and awnings
  - exterior walls/materials
  - exterior door & window repair/ replacement and treatments
  - decorative exterior architectural features appropriate to the architecture of the building
  - restoration of original and/or historic facade
  - masonry cleaning (by gentlest means possible)
  - replacement/uncovering of architectural features
  - replacement of non-historic storefronts/buildings (demolition)
- Ineligible work includes but is not limited to:
  - roofs and gutters/downspouts
  - security systems
  - personal property/equipment
  - yard improvements (vegetation and/or pavement)
  - interior improvements of any type
  - general maintenance (except painting)
  - interior window/door treatments



- Colors should be harmonious with the neighboring structures and comply with the ARB's design standards.
- Inappropriate chemical cleaners and sandblasting are strictly forbidden for surface cleaning of structures, due to possible damage to aged building components.
- The size, color, and shape of a sign should conform to the building's period, complement the building, comply with local sign ordinances, and add to the historic flavor of the area.  
**Final approval of signage must be granted by the Community Development Department before the DDA will fund its share of the Project.**
- Participants assume full responsibility for all aspects of the project, any relationships with contractors and suppliers, and securing all necessary municipal approvals, including a Certificate of Appropriateness from the Architectural Review Board.

## 4. APPLICATION GUIDELINES

The attached application form is to be submitted to: Stephanie Newton, 65 Lawrenceville Street, Norcross, GA, 30071 (stephanie.newton@norcrossga.net). Applicants interested in this program should also consult with members of the ARB, which may be of assistance during project design and proposal. For more information, please contact Stephanie Newton, 678-628-8793.

Applications will be reviewed by the Downtown Manager within four weeks of receipt and in the order received. Only complete application packages will be reviewed by the DDA. A complete application package includes the attached form and all supporting materials as specified in the instructions. Incomplete application packages will be returned to sender.

## 5. APPLICATION REVIEW

The Downtown Manager authorized by the DDA, shall:

- (a) Review each application package for completeness;
- (b) Make a determination regarding eligibility; ineligible applications will be denied by the Downtown Manager
- (c) Classify the project as either a minor or major improvement; and
- (d) Provide a grant recommendation, based on information provided in the full and complete grant application package, to the DDA for consideration.

Each application package will be judged by the following standards for review:

- Priority will be given to buildings that are (i) historic, (ii) architecturally significant and/or visually prominent, and (iii) proposed to remove facades that are inappropriate to the period or architecture of the building.
- Extent to which the project advances the goals of improving building appearance.
- Extent to which the project is compatible with Norcross Historic District, ARB



design standards for the historic district and characteristics of the downtown area and Buford Highway corridor.

- The project's positive impact on the Downtown Norcross streetscape and pedestrian atmosphere.
- Historic/architectural significance of the building.
- Original condition of the building and the need for the changes of the proposed project.
- Extent to which the original building architecture is preserved.
- Removal of historically inappropriate alterations.
- Prominence of the building (including but not limited to the number of public facades.
- Quality of the work proposed.
- Level of match participation by the applicant.
- Range of projects completed and proposed as part of the Downtown Facade Grant program.
- Any other relevant factors deemed by the Downtown Manager to be applicable.

Recommendations for facade grants will then be given to the DDA for their review and consideration.

No later than two weeks after the DDA meeting date, each applicant will receive a confirmation letter indicating the grant award decision, or in some cases a request for additional information. In the instance of a decision to deny or table an application, the letter will indicate the Committee's reason for doing so. The DDA reserves the right to table, deny, or request modifications in any or all application packages, in whole or in part, and to negotiate changes in the proposed project. In the case of denial by the DDA, the applicant can address the issues identified and re-apply for a grant. If the application is denied a second time, the applicant can appeal the decision before the DDA.

## **6. GRANT AWARDS**

Approved projects will be reimbursed at fifty percent (50%) of the approved project's total cost, up to a maximum grant of \$2,500 per property.

However, if extensive renovation is required to restore a building facade, the DDA may consider the application as an Exceptional Case and recommend the maximum award be greater than \$2,500, still with 50% matching.

The DDA reserves the right, at its sole discretion, to recommend funds and bonuses as it determines best achieve its purposes and in amounts appropriate to encourage the projects it deems most beneficial. Many factors are considered, such as the budget, number of applicants, financial



considerations, applicant match, mixture of proposed projects, and the extent to which projects fulfill the goals and standards for eligible projects as set forth above.

Reimbursements may not exceed fifty percent (50%) of the total cost of the project up to \$2,500 per property unless prior approval for a bonus is obtained.

\*The below categories are eligible for a bonus;

- |  |           |
|--|-----------|
| • Replace Non-Conforming Awning/Canopy/Porch | 25% bonus |
| • Replace Non-Conforming Building feature    | 20% bonus |
| • Removal of Non-Historic Facade/Storefront  | 50% bonus |

## 7. PROJECT COMPLETION

The DDA shall classify each proposed project as either a minor improvement or a major improvement based on project type and scope. Minor improvements must be started within thirty (30) days of receipt of the confirmation letter and any required City approvals and completed within ninety (90) days of such receipt, or re-application is required. Major improvements must be started within ninety (90) days of receipt of the confirmation letter and any required City approvals and completed within twelve (12) months of said receipt, or reapplication is required. To qualify for reimbursement, all work must be complete and in conformance with approved plans.

All improvements must remain in place and be maintained in good order for a period of five (5) years. Property taxes, business license and all permits must be current and kept current during the five-year period. Any graffiti and vandalism must be repaired by the applicant within 15 days during this time period. If improvements are removed or not maintained or any other violation occurs, the DDA may at its discretion seek reimbursement for the total amount of the facade grant. If property ownership should change within these five years, the new owner will not be bound by the provisions of this paragraph.

## 8. REIMBURSEMENT

After project completion, applicant is reimbursed with awarded grant funds upon:

- Satisfactory completion of the project with conformance to approved plans;
- DDA Receipt of a reimbursement request plus all receipts and proof of payment;
- Compliance with all applicable municipal rules, laws, ordinances and regulations; and
- Reaffirmation of applicant's commitment to maintain project improvements.



All reimbursement requests are to be submitted to Facade Grant Committee, c/o Stephanie Newton, 65 Lawrenceville Street, Norcross, GA 30071. The FGC reserves the right to increase or decrease a grant award in accordance with receipt of actual expenditures.

*Applicants interested in this program should consult with members of the ARB, which may be of assistance during project design and proposal. For more information, please contact Stephanie Newton at 678-628-8793.*



# ***DOWNTOWN FACADE GRANT PROGRAM APPLICATION FORM***

## **OPEN RECORDS NOTICE**

All information submitted may be subject to public disclosure under the Georgia Open Records Act and other applicable laws.

## **1. APPLICANT INFORMATION**

\_\_\_\_\_  
Applicant full Name

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

Application Date: \_\_\_\_\_

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
(Contact)

\_\_\_\_\_  
(Telephone)

\_\_\_\_\_  
(E-Mail)

## **2. PROPERTY INFORMATION**

\_\_\_\_\_  
Norcross Street Address

- Owner-Occupied, OR
- Leased from Owner (if so, complete information below)

\_\_\_\_\_  
Owner's Name

\_\_\_\_\_  
Property Owner Signature [at 6. Authorization], OR \_\_\_\_\_ Property Owner Consent Letter [attached]

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Contact:

\_\_\_\_\_  
(Telephone)

\_\_\_\_\_  
(E-Mail)



### 3. FACADE VIEW / FRONT ELEVATION

(Attach photographs (color 3x5s) (at least 1 full facade view) showing current condition.

### 4. PROJECT SCOPE

- Project Dates:  
Proposed beginning date\*: \_\_\_\_\_ Anticipated Completion date \_\_\_\_\_

\*Project start date, or the date for start of work to be included in the grant award.

- Details of Proposed Work with Projected Costs:

Item 1	Est. Cost
Item 2	Est. Cost
Item 3	Est. Cost
Item 4	Est. Cost
Item 5	Est. Cost

### 5. PROJECT BUDGET

Total Project Cost: \$ \_\_\_\_\_

Grant Amount Requested: \$ \_\_\_\_\_

Applicant Match<sup>1</sup> Intended: \$ \_\_\_\_\_

#### QUOTES

> Provide an itemized estimate.

> Have two quotes for work items >\$100



## 6. AUTHORIZATION

I, \_\_\_\_\_ do hereby make an application to the Downtown Manager for a Downtown Facade Grant for the above project. I verify that the information in this application and its attachments is valid and correct. I verify that I have reviewed and understand the rules and regulations set forth in the City of Norcross Downtown Facade Grant Program Guidelines, and I agree to be bound by same.

I understand any changes in the approved project must be re-approved or I could forfeit funding for the above project(s). I agree to maintain the improvements in place and in good order for five (5) years, making repairs as necessary, or I may be held responsible for reimbursing the DDA the total amount of the revitalization grant.

I understand that receipt by the Downtown Manager of my application does not obligate DDA in any way, indicate any funds are available, or that my application will be approved. I understand that furnishing false or misleading information can lead to denial of my application and/ or bar me from receipt of any funds.

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Owner (or consent letter)

\_\_\_\_\_  
Date

## 7. APPROVAL TRACKING

Date Application Submitted: \_\_\_\_\_

Submitted to FGC Committee: \_\_\_\_\_

Approved by DDA: \_\_\_\_\_

Reimbursement Request Submitted: \_\_\_\_\_



## CHECKLIST

- ❑ Fully complete and signed application.
- ❑ Property owner consent letter (if leased).<sup>2</sup>
- ❑ Photographs of existing facade condition.
- ❑ Complete and itemized project description with plans drawn approximately to scale. (Note: A detailed sketch of the facade with improvements made is recommended.)
- ❑ Color samples if painting is planned.
- ❑ Project budget based on vendor quotes.<sup>2</sup>
- ❑ Certificate of Appropriateness from the Community Development Department.<sup>2</sup>

<sup>2</sup> PLEASE NOTE: These items may be submitted separately; however, these items must be submitted within two (2) weeks of the application deadline. Applications without all the checklist items will be considered incomplete and returned.