

BETHANY  
BIG

introducing  
**BETHANY  
BIG!**

Bethany  
Business  
Improvement  
Grants

This program is designed to assist with cosmetic updates to Bethany businesses and public spaces through the following programs:

- Facade Improvements
- Sign Improvements
- Route 66 Neon Signs
- Landscape Improvements
- Parking Lot Improvements

Bethany BIG is a project of Bethany Economic Development Authority.

# **Design Review Guidelines for Bethany Business Incentive Grants**

## **Fiscal 2018-2019**

The incentive grant program's primary consideration is to encourage economic development by creating positive opportunities in the community, supporting redevelopment of local workforce, and providing areas for public use and enjoyment.

*The City of Bethany is experiencing budget shortfalls by reason of the failure of tax revenue to generate sufficient funds to cover operational costs of government services and by reason of numerous unfunded mandates from the federal government. The major source of operating revenues for City government operations come from sales tax revenues and sale of utility services. In order to maintain utility costs at a reasonable rate the Bethany Economic Development Authority has determined to provide economic development incentives to business operation in the City of Bethany in order to improve the appearance and function of local businesses to attract new customers and provide economic growth. The Bethany City Council and Bethany Development Authority have determined that such incentives serve a public purpose for Bethany and its citizens by provide a means to foster the increase of commerce and economic activity in the City and to create an environment for attracting customers and new business.*

Please read carefully the following guidelines and keep for your records:

1. The fiscal year is July 1 to June 30 to coincide with the City of Bethany's fiscal year.
2. Bethany Economic Development Authority (BEDA) will grant only one incentive grant of each kind for each address per fiscal year.
3. Façade is defined as the front exterior or back exterior of a building and other exterior side when they are emphasized.
4. No grant will be awarded for work that has already been initiated or completed. Building or business owners must apply for the grant before work has begun.
5. All design plans (e.g. paint color, sign size, colors, shape, and proposed placement, materials, etc.) must be approved by Community Development during the application process. Final design plans for funding will be approved by BEDA.
6. All signage that will be placed on the building must be approved by Community Development during the application process. Final signage plans for funding will be approved by BEDA.
7. The applicant must make a presentation to BEDA explaining work to be done.
8. Construction quotes/bids are required for the review of the application. All construction bids submitted by an Applicant must be current and must be dated no earlier than ninety (90) days prior to the Application request. Bids shall be submitted on the contractor's or project architect's letterhead and shall contain the contractors name, address, telephone number and shall itemize the bid in a manner that allows Community Development to determine the bid components and authenticity of the bid.
9. At least two quotes/bids are required with the application. Any applications with only one quote/bid will not be considered.

10. The application may come from the property owner or the tenant. If the application comes from the tenant, the tenant must include a letter from the property owner supporting the application and agreeing to the conditions of the grant. The tenant must produce a lease or other documentation showing the term of the lease.

11. The applicant must show itemized invoices and proof of payment (canceled checks, credit card statements, etc.) as documentation of the completed work with the request for payment.

12. Reimbursements will be made when the entire project is complete. Community Development must approve all reimbursements.

13. Applicants receiving approval by the BEDA shall commence construction described within the Application within sixty (60) days from the date the grant is awarded. All Applicants must complete the construction described in the Application within six (6) months from the date the grant is and within the same fiscal budget year. If the Applicant is unable to commence construction within sixty (60) days from the date the grant is approved or complete construction within six (6) months from the date the grant is approved, the Applicant may submit a written request for an extension for the commencement date or completion date provided the extension request is made prior to the sixty (60) day or six (6) month time limit. BEDA shall not be obligated to allow extensions but may do so for good cause determined solely by BEDA. The extensions, if granted, shall be for the term and for the conditions determined exclusively by BEDA. An extension denial cannot be appealed and shall be final with BEDA.

14. The applicant must not be involved in any litigation, owe taxes, or have liens filed that would affect the property for which the grant is intended.

15. The applicant must agree to allow the project to be used to promote the Business Incentive Grant program.

16. Building owners and business owners agree to have a sign / banner placed on their building during the project and for up to 30 days after the completion of the project to acknowledge the Bethany Business Incentive Grant program. The sign will be provided by the City of Bethany.

17. The project must conform to City of Bethany codes, ordinances and comprehensive plans.

18. The applicant must notify Community Development in writing if the applicant makes any changes in the plans submitted to the committee with the original application. Community Development reserves the right to reconsider the application based on the changes to the original plan.

19. BEDA reserves the right to review and accept or reject all applications.

20. A letter will be sent to the applicant and it will act as a contract document providing notification of grant approval, specifying the terms and conditions of the grant. The letter will refer to the project design and specifications that were approved and will be funded.

21. Appeals to the approval will go before City Council. Council decisions on all appeals will be final.

Please review the incentive grant program specifics and choose the appropriate program for your project. A property owner or tenant may apply for multiple grants in any given year (i.e. property owner/tenant can receive funding for work on the exterior of the building and receive funding for a separate application that replaces a sign or does interior work to the same building). However, a project funded in a category may not re-apply for the same grant for five (5) years.

## **1. Façade/Exterior Improvement Grant Program**

*Façade grants are not available for building maintenance, such as brick repair, brick repointing, window repair, roofs, flashing, etc. Building maintenance is the responsibility of property owners.*

This grant will be available to improve the exterior of the building and help assist the business or property owner. Façade is defined as the front exterior of a building and other exterior side when they are emphasized. The City of Bethany may match up to 50% of the cost of the project not to exceed \$10,000.

Examples: Painting, Replace a deteriorated awning or canopy. Replace canopy or awning. Replace or cover front exterior facades with materials such as brick, stone, or stucco.

How it works: A property owner or tenant with property owner's permission would apply for review to the Director of Community Development. If approved, the applicant needs to go through the appropriate permit procedures and make the approved improvements to the building. After the improvements are completed and shown to match the original approved improvements, and proof of payment is provided, the property owner is reimbursed for the appropriate amount.

Also needed Prior to approval: Pictures of buildings, sketch of proposed changes, color, fabric, or materials examples, etc.

## **2. Sign Improvement Grant Program**

What it is: Grants will be awarded for 50% of the cost of a new sign for the outside of a building not to exceed \$5,000 per building. Grant includes funding for the additional signage on an awning but will not fund signs to be placed on sidewalks.

Examples: Replace back-lit neon signs, banners, or lettered windows, new neon signs, attached signs

How it works: A property owner or tenant with property owner's permission would apply for review to the Director of Community Development. If approved, the applicant needs to go through the appropriate permit procedures and make the approved improvements to the building. After the improvements are completed and shown to match the original approved improvements, and proof of payment is provided, the property owner is reimbursed for the appropriate amount.

Also needed prior to approval: Fabric, material, and color samples. Sketch of work describing sign dimensions and placement on building

### **3. Route 66 Corridor Neon Sign Program**

What it is: Grants will be awarded for 50% of the cost of new neon or neon like signs or rehab of existing neon signs in the Route 66 Corridor (please see map). Grant not to exceed \$7,500 per neon sign.

How it works: A property owner or tenant with property owner's permission would apply for review to the Director of Community Development. The property and business owner must ensure the sign will be in place a minimum of two years. Sign design must be presented to the City Manager's Office for approval. The neon sign is to be installed within the Route 66 Corridor. Signs must have a three-year extended warranty included in the cost.

If approved, the applicant needs to go through the appropriate permitting process. After the sign is installed and shown to match the original approved sign, and proof of payment is provided, the property owner is reimbursed for the appropriate amount.

- Replacing incandescent with led for energy conservation
- Agreed to be used for marketing and advertising and promoting Bethany and revitalization effort
- Illumination grants

### **4. Landscape Grant Program**

What it is: Grants will be awarded for 50% of the cost of landscaping around free standing signage and curb lines. Grant not to exceed \$2,000.

How it works: A property owner or tenant with property owner's permission would submit an application and landscape design for review to the Director of Community Development. It is required that the design is submitted by a professional landscaper. If approved, the applicant will then make the approved improvements to the building or property. After the improvements are completed and proof of payment is shown, the property owner will be reimbursed after 12 months of the project completion to ensure proper maintenance of the landscaping. If the landscaping is not maintained or has died during the 12 months the grant funding will not be approved.

Also needed with application is a landscape design form a professional landscaper, including the types of vegetation/plants to be used, hardscape design and material list. A maintenance plan demonstrating the sustainability of the landscaping is required. Grants for landscaping will not be approved if a maintenance plan is not submitted. All plans will be reviewed by the City of Bethany arborist.

### **3. Parking Lot Grant Program**

**Grants will be awarded for up to 50% of the cost of re-surfacing a parking lot or putting in a parking lot that is visible from a major street. Only parking lots using asphalt or concrete will be eligible for grant money.**

What it is: Grants will be awarded for 50% of the cost of re-surfacing a parking lot, not to exceed \$5,000.

How it works: A property owner or tenant with property owner's permission would apply for review to the Director of Community Development. If approved, the applicant will then make the approved improvements to the parking lot. After the improvements are completed and proof of payment is shown, the property owner is reimbursed for the appropriate amount only if the approved materials are used.