

STRASBURG FACADE PROGRAM



GENERAL

GRANT NOT A LOAN

BUILDINGS ZONED COMMUNITY COMMERCIAL

\$10,000 MAX REQUEST PER APPLICATION

WORK MUST BEGIN AFTER SUBMISSION

REIMBURSEMENT FOLLOWING PROJECT

NOT FOR RESIDENTIAL USE

PURPOSE

To aid and assist property owners and commercial tenants in rehabilitating and restoring the visible exterior and landscaping of existing structures and constructing or enhancing all pedestrian entrances and all exterior components of buildings.



OBJECTIVES

- Promote the marketability of our business area
- Help building owners attract and retain tenants
- Make our streets more inviting and interesting to walk and shop
- Build civic pride among the community
- Contribute to the quality of life of our residents, workers and visitors



WHO CAN APPLY

- Any commercial property owner or business tenant within the Strasburg Community Commercial zones may apply
- Improvements to mixed use properties (e.g., first floor business with second floor apartments) are permitted
- Residential property improvements do not qualify



TIMELINE

- Applications are due on February 1st, 2023. Following the initial round, they will be due annually on September 15th, contingent on funding.
- The Community Advisory Team makes a recommendation to Council
- ARB review, if necessary
- Town staff reviews and notifies applicants within 45 business days

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**\$20,000
FUNDING
FY23 GF**



QUALIFIED

- Painting that provides a new color scheme including public facing access walls and porches
- Roof repainting
- Removal of elements covering architectural details
- Installation of new or improved doorways, awnings, shutters or canopies
- Installation of appropriate lighting for the purpose of illuminating the exterior and/or signage
- Enhancing windows, doors and/or framing visible from the street/public area
- Brick cleaning, repointing, and painting and repair/replacement of stucco, tile, stone elements
- Professional design services/plans (\$1000 max façade contribution)
- Landscaping (that may include hardscaping) that is creative and visually pleasing.
- Signage and backlit awnings
- ADA improvements



UNQUALIFIED

- Roof replacement
- Parking lots
- New construction
- Interior improvements
- Equipment or inventory
- Inappropriate cleaning methods, repairs, replacements or alterations
- Installation of vinyl or aluminum siding
- Sidewalks and paving

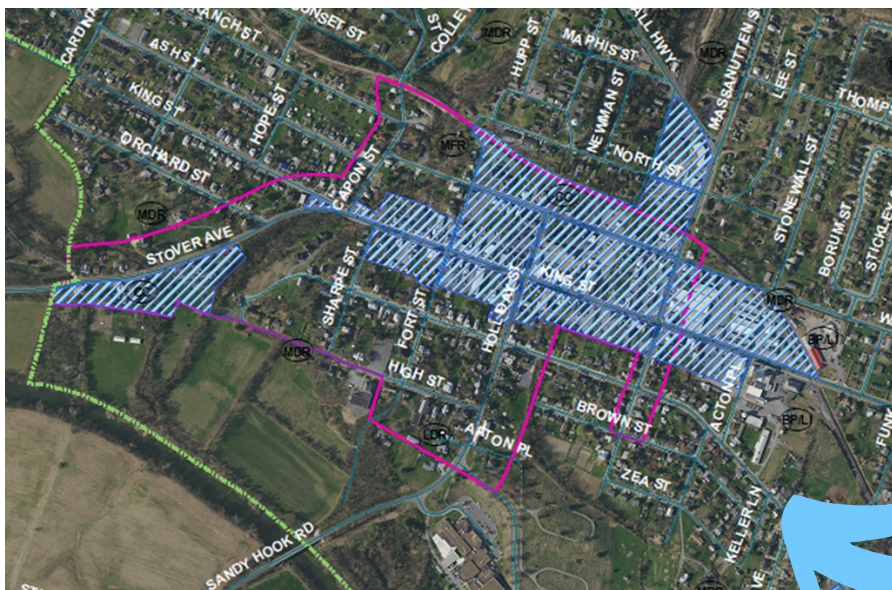
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APPROVAL PROCESS + TIMELINE

Applications will be reviewed by the Community Advisory Team (CAT). The decision made by CAT will be based on an application review and scoring by a rating system and presented to the Strasburg Town Council for final approval. Based on the recommendation by CAT, the Town Council has the sole discretion to deny or approve any application. CAT will make every attempt to provide appropriate alternative recommendations to the applicant should the application be denied. All applications should adhere to the Architectural Review Board guidelines and may be subject to an additional review process.

Committee members will use a rating system to score applications based on how well each project adheres to the following criteria:

- The aesthetic quality and appropriateness of the design proposal
- The project's potential to retain and attract businesses to strengthen the business community
- The potential visual impact of the rehabilitation project taking into consideration the building, block, streetscape, etc.
- The comprehensive approach of the design
- Long-term durability and sustainability of the improvements
- The historical or architectural impact of the project



COMMUNITY COMMERCIAL DISTRICT