



**CITY OF JACKSON  
JACKSON REVITALIZATION PROJECT  
FAÇADE IMPROVEMENT  
PROGRAM GUIDELINES AND APPLICATION**



*"Preserving Our Past, Enriching Our Present, Building Our Future"*

### **What is the Jackson Façade Improvement Program?**

The program offers up to \$1,500 in matching City funds and, in certain cases, design assistance to all businesses in the city limits of Jackson in order to improve the appearance of individual building facades, signs and awnings, as well as the overall look of the surrounding area. All areas in the City are now eligible!

The City Council has reserved \$15,000 to assist as many qualified projects as our funds allow in this round of funding. The intent is to provide an incentive for those otherwise unable to proceed. Visual appearance improvements to areas visible from the street or highway are the top priority. This grant will be offered on an ongoing basis as funding permits. The program is funded with transient occupancy tax revenue generated by Measure E, approved by Jackson voters in 2002 for economic development purposes.

The award amount is based on available funds, applicants, and other variables. For this round, the grants will be allocated to building rehabilitation/renovation projects in the form of a one-third matching grant (maximum) to merchants and business property owners. The goal is to have the City fund one-third, the merchant one-third and the property owner one-third. How the two-thirds non-City share is divided is at the discretion of the applicant. If your project exceeds the \$1,500 maximum City match for this round, please discuss your project with us a part of the application process. If there are sufficient funds available for projects that exceed the \$1,500 match (\$4,500 total project), then the project would go to City Council for approval of grant funds exceeding the \$1,500 match limit.

### **Who can apply for funding?**

Any building owner or store proprietor/tenant with lease authority or authorization from the owner can apply for funding. Properties must be commercial properties located within the city limits of Jackson. Tenants must have a minimum of one year remaining on their lease or an option to renew. A maximum of one grant per merchant or property location will be approved.

### **What types of improvements are eligible for funds?**

- Exterior cleaning, painting, and/or paint removal
- Masonry repair and repainting
- Repair and replacement of architectural details or materials
- Rehabilitation or compatible reconstruction of storefronts
- Removal of metal siding and exterior slip covers (surfaces)
- Restoration or replacement of deteriorated or hazards sidewalks



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- Repair or rehabilitation of signage
- New signage in compliance with the City’s Development Code
- New awning or the rehabilitation of existing awnings
- Removal of inappropriate or out-of-date signage

**Ineligible Expenditures:**

- Improvements made prior to grant approval
- Interior rehabilitation unless it is essential to rehabilitate the building’s façade
- Interior decoration
- Refinancing of existing debt
- Inventory and equipment
- Sweat equity (payments for applicant’s own labor)
- General business operations expenses (payroll, taxes, utilities, etc.)

**Priority Funding**

Priority for funds will be given to (not in order of priority):

- Store signage (new and rehabilitating existing and historic signage)
- Awnings – repair or installation
- Removing non-historic elements from building facades
- Rehabilitation or compatible reconstruction of storefronts
- Use of local labor and materials

**How are projects selected for funding?**

Applications will be ranked and selected based on a clear and documented set of evaluative criteria. Depending on the number of applications, we may assign “waiting list” status to projects that qualify for selection, but do not rank as high as other applications selected for funding. The City of Jackson administers the Façade Improvement Program through the City Manager and City Planner.

This is a matching grant program, which means that the applicant pays a portion of the improvement and the City pays a portion. The amount of the match must be at least 2:1 – for every \$2 the applicant spends on the project, the City matches \$1. However, there is a maximum grant contribution by the City of \$1,500 per project. The maximum grant contribution amount may be increased with approval by the City Council if there are sufficient grant funds available.



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The evaluative criteria and their respective weights are as follows:

- **Impact (40%)** – Overall impact of the project. Are inappropriate design elements removed? Will the project eliminate what was previously a liability for the commercial district? Does the project seek to restore the historical or architectural significance of the building? Does the project fall into a priority-funding category?
- **Financial Leverage (15%)** – While we offer a maximum of 2:1 matching grant, projects that leverage more private investment will be graded higher than those seeking the maximum match.
- **Cost/Schedule (15%)** – Is the project feasible from a cost and schedule point-of-view?
- **Sustainability/Permanence (15%)** - How permanent is the improvements (signs are more interchangeable than new glazing, for example) and is there a maintenance plan for improvements? Does the business own the building? If not, how much time remains on the lease?
- **Community Contribution (15%)** – Is the applicant a good neighbor? Is the area around the business kept clean and free of debris on a consistent basis? Does the business participate in organized City promotions or other community based activities? Does the applicant actively promote Jackson and their own business?

**Are there any design guidelines?**

Yes. The City is looking for façade projects that protect the historic integrity of the building and improve the overall appearance of the area. The goal is to return the building façades in the downtown area to their appearance following their initial construction. Other commercial areas will be evaluated on a case-by-case basis. We also recognize that some buildings may have a different period of architectural significance that supersedes the original construction appearance.

Projects will consider the impact on the preservation of the historic fabric and character of the building; are original features being retained and repaired, are historic materials being used? For example, we would not support the installation of vinyl siding, but would support the repair and repainting of original wood siding.

Projects should draw upon the history and architecture of the building, but should reflect the current use. We are not trying to re-create some past time in the history of Jackson; instead we are trying to draw upon the architectural and historic distinctiveness of the each commercial area as a means to move Jackson into a vibrant future. We also encourage modern yet compatible awnings, signage, lighting and other fixtures to enhance the appearance of storefronts and downtown.



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Please refer to the City’s Development Code for direction on signage, awnings, façade improvements and other aspects of commercial district design. Projects must conform to all appropriate zoning codes.

### **How does the application work?**

Grant funds are disbursed on a reimbursement basis and cannot be issued until the proposed project has been completed. **WORK COMPLETED PRIOR TO LETTER OF COMMITMENT IS NOT ELIGIBLE FOR FUNDING.**

### **Application Process**

1. Meet with the City Manager and City Planner prior to submitting application. Additionally, staff may provide design assistance/recommendations (free) to applicants depending on the scope of the project.
2. Complete grant application in full. Complete applications will include:
  - Illustrations of the proposed work or architectural drawings
  - Photos of the site and its relationship to adjoining sites
  - Color samples and texture of finish materials, where applicable
  - Landscaping plans, where applicable
  - Contractor proposals – A minimum of two licensed contractor proposals is required. At the discretion of the City, additional contractor proposals may be requested.
  - All building construction plans as may be required by the Building Official and/or City Planner.



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**Application**

Applicant Name: \_\_\_\_\_

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

Property Address: \_\_\_\_\_

\_\_\_\_\_

Applicant’s Phone Number: \_\_\_\_\_

Type of Façade Improvement Planned (note all that apply). Please attach Supporting Data Checklist.

Signage:       Removal       New       Altered       Repaired

Painting: (Approximate Sq. Ft. area): \_\_\_\_\_

Structural Alterations: \_\_\_\_\_

Cosmetic Alterations: (Moldings, etc.): \_\_\_\_\_

Other work: Please specify (Awnings, etc.): \_\_\_\_\_

\_\_\_\_\_

Total Cost of Project: \_\_\_\_\_

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

Not to exceed \$1,500.00

I hereby submit the attached plans, specifications and color samples for the proposed project and understand that these must be approved by the City of Jackson. No work should begin until I have received written approval from City of Jackson. I further understand that the project must be completed within three (3) months and that grant monies will not be paid until the project is complete. I agree to leave the completed project in it’s approved design and colors for a period of five (5) years from the date of completion.

\_\_\_\_\_  
 Signature of Property Owner

\_\_\_\_\_  
 Signature of Business Owner

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

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



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*Supporting Data Checklist for Applicants*

**Please submit this checklist as part of your application**

**SIGNS:**

- Provide a color rendering of the design chosen
- Include specifications as to the size and width of the sign.
- Note how and where the sign will be hung on the building
- Submit a written estimate from a sign company
- Submit written verification that design and size comply with City codes.

**PAINT:**

- Provide samples of the colors chosen
- Mark which color will be body color and which will be accent colors.
- Note where each color will be used.
- Submit written estimate from painter of your choice.

**AWNINGS:**

- Provide information about color and style of awning chosen.
  - Note where awning will be placed on building.
  - Submit written estimate.
  - Submit written verification that design and size comply with City codes.
- Awning selection must take into account the architectural style of the building.*

**MAJOR FAÇADE ALTERATION:**

- Provide a rendering of major changes, including paint and awning colors where applicable.
- Submit a written estimate from contractor.

**ALL PROJECTS PROPOSED BY TENANTS**

- To be eligible for a direct grant, tenants need to provide a notarized Authorization for Work from the property owner.
- Submit signed Hold Harmless Agreement (see attached).
- Submit copy of current Occupational License and Certificate of Use.



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*Grant Procedures*

1. Fill out application and checklist and submit one copy to the City of Jackson, City Manager's Office with supporting data. (See attached sheet for required supporting data checklist).
2. Projects will be reviewed by the City of Jackson when they are submitted.
3. Once the City has approved the project, written notice will be delivered and work can begin. No work should start until written notice is received.
4. Grantee is responsible for obtaining any permits required to do the project. Cost of permitting cannot be part of grant funding.
5. When the project is complete the City of Jackson will reimburse grantee for 33.3% of an approved façade bill with City of Jackson maximum contribution being \$1,500.00.
6. Grantee must submit a paid bill for reimbursement together with an affidavit from the contractor certifying the work, as submitted, is complete. Any unapproved changes will void the Grant. If Grantee decides to change the project after approval they must contact the City of Jackson City Manager's Office.
7. The City of Jackson reserves the right to grant additional money to targeted projects that they believe will have a significant impact on the area.
8. Staff will be available to offer any assistance needed and may seek outside guidance on any project being considered for the grant program.



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**RELEASE AND HOLD HARMLESS AGREEMENT**

Release executed on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, by (Property Owner) \_\_\_\_\_ and (Tenant if Applicable) \_\_\_\_\_, of (Street Address) \_\_\_\_\_,

City of Jackson, County of Amador, State of California, referred to as Releasor(s).

In consideration of being granted monies for restoration, modifications, signage, or other physical changes to the property located at the above address, the Releasor(s), understands that they are solely responsible for providing their own contractors, and to assure that those contractors are fully insured and licensed and have obtained all necessary permits in accordance with City regulations. The Releasor(s) waives, releases, discharges, and covenants not to sue the City of Jackson for loss or damage, and claims or damages therefore, on account of any work that has been performed in accordance with City or State guidelines.

Releasor(s) agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of California and that if any portion of the agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Releasor(s) further states that it has carefully read the above release and knows the contents of the release and signs this release as its own free act.

Releasor’s obligations and duties hereunder shall in not manner be limited or restricted by the maintaining of any insurance coverage related to the above referenced event.

This release contains the entire agreement between the parties to this agreement and the terms of this release are contractual and not a mere recital.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
*Property Owner Signature*

\_\_\_\_\_  
*Witness*

\_\_\_\_\_  
*Please Print*

\_\_\_\_\_  
*Please Print Witness Name*

\_\_\_\_\_  
*Tenant Signature (if applicable)*

\_\_\_\_\_  
*Witness*

\_\_\_\_\_  
*Please Print*

\_\_\_\_\_  
*Please Print Witness Name*