2022 Leonardtown Façade Improvement Grant Program
Deadline for Application April 1, 2022

General Purpose and Guidelines

The Façade Improvement Grant Program is meant to provide assistance to building or business owners interested in improving the exterior of their buildings and shops spurring economic development and revitalization in the targeted area of downtown Leonardtown (see Exhibit 1). The program offers grants up to $10,000 with a 1:1 dollar match.

The program is administered by the Town Administrator and the Façade Review Committee. The committee is made up of Town Staff, Leonardtown business owners, property owners and residents.

This is the Town's third application of funding through the Community Legacy Program for façade improvements to commercial properties with the goal to assist as many qualified projects as funding will allow. The grant program will be offered with a well-publicized deadline. If funds are not fully expended on the initial round the grant will be offered on an ongoing basis until expended. The award amount is based on available funds and number of requests. New businesses and property owners are encouraged to apply. The Façade Review Committee will have discretion to make exceptions to the guidelines due to special situations. The Maryland Historic Trust and Dept. of Housing and Community Development must sign off on all projects before final approval.

The grants are on a reimbursement basis and final reports are due prior to reimbursement.

Priority may be given in the following situations:

a. Buildings that will keep the historical integrity
b. Buildings that contain retail uses over those that contain other businesses
c. Coordinated efforts of contiguous properties over individual properties
d. Front façade projects over other parts of the building
e. Renovation projects over new construction
f. Commercial/income-producing buildings over those owned by public agencies

Projects eligible for funding include:

1. Exterior painting, cleaning or paint removal.
2. Removing inappropriate or incompatible exterior finishes/materials.
3. Restoring exterior finishes and materials.
4. Recessing/reconfiguring of existing doors and entrances.
5. Repairing or replacing existing storefront window systems.
6. Signs (new, repairing, replacing and removing).
7. Exterior building and sign lighting, display area lighting.
8. Awnings; new, repairs or replacement of existing.
9. Repair or replacing architectural details or materials.
10. Other improvements approved by the committee.

Ineligible Projects include:

1. Improvements made prior to grant approval.
2. Roof work, except where considered part of the façade.
3. Interior rehabilitation or decoration.
4. Refinancing of existing debt.
5. Inventory or equipment.
6. Sweat equity (payment for owner's own labor).
7. General business operational expenses.

Attached as Exhibit 2- Exhibit 4 are examples of façade improvement projects from previous grant fund rounds.
Exhibit 5 includes excerpts from the Façade Improvement Workshop by Mahan Rykiel, held 1/22/18. The full presentation can be found on www.leonardtown.somd.com.

Application Process

1. Complete applications must be submitted to Town Hall by the submission deadline of **April 1, 2022**. Property must be located within the grant program area.
2. Existing site photos should be included.
3. A description of improvements must be included and photos of materials or color samples if available.
4. A project budget with supporting documentation.
5. Proposals from contractors considered for performing the work.

The review committee will review the applications and anticipates applicants will be notified in writing by **June 1, 2022**. The applicant will then work with Town staff for the necessary permits and approvals. **Work cannot begin until all approvals have been received.**

Prior to work beginning a grant agreement must be signed. If work is being done on a rented property the signature of the building owner is needed. All work must be completed by **June 30, 2023**. The committee may grant extensions based on extenuating circumstances. Any changes to the scope of improvements must be approved by the committee.

A final report with supporting documentation and photos is required upon completion in order to get reimbursement. A committee member will perform a final inspection of the improvements upon completion. Leonardtown reserves the right to cancel the agreement in the event of failure to comply with the regulations.

The Town of Leonardtown may promote an approved project including, but not limited to, using photographs and descriptions of the project in press releases.

Upon completion of the project, applicant is responsible to ensure that all debris and building materials will be disposed of properly. The applicant further agrees to maintain the property and improvements going forward.

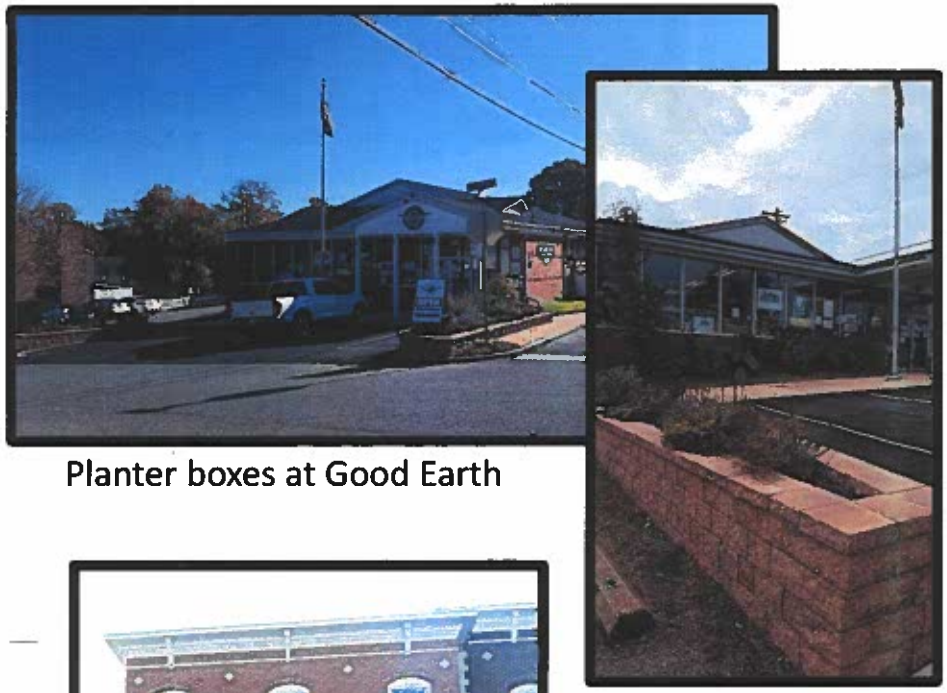
Contact the Town Administrator with questions regarding this program.

Laschelle McKay, Town Administrator
301-475-9791; Laschelle.mckay@leonardtownmd.gov

EXHIBIT 1

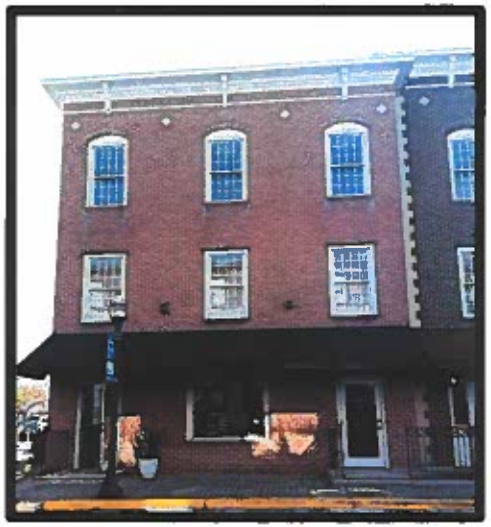
Facade Improvement Grant Program Area Leonardtown, MD

Exhibit 2 Previous Façade Grant Projects



Planter boxes at Good Earth

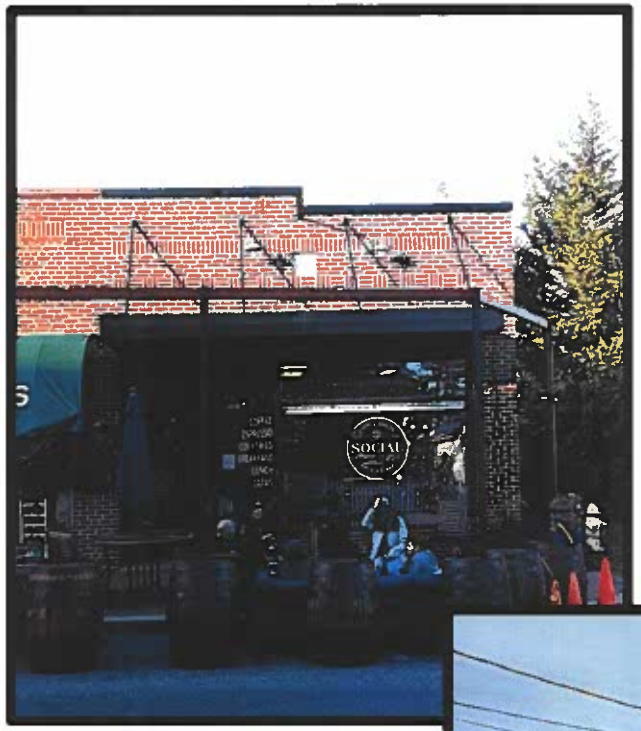
New View Fiber Works new door, planters and awning



New Awning- Drury Building

Shepherds Old Field Market- new entrance

Exhibit 3 Previous Façade Grant Projects



Social Coffeehouse- new awning, signage and lighting

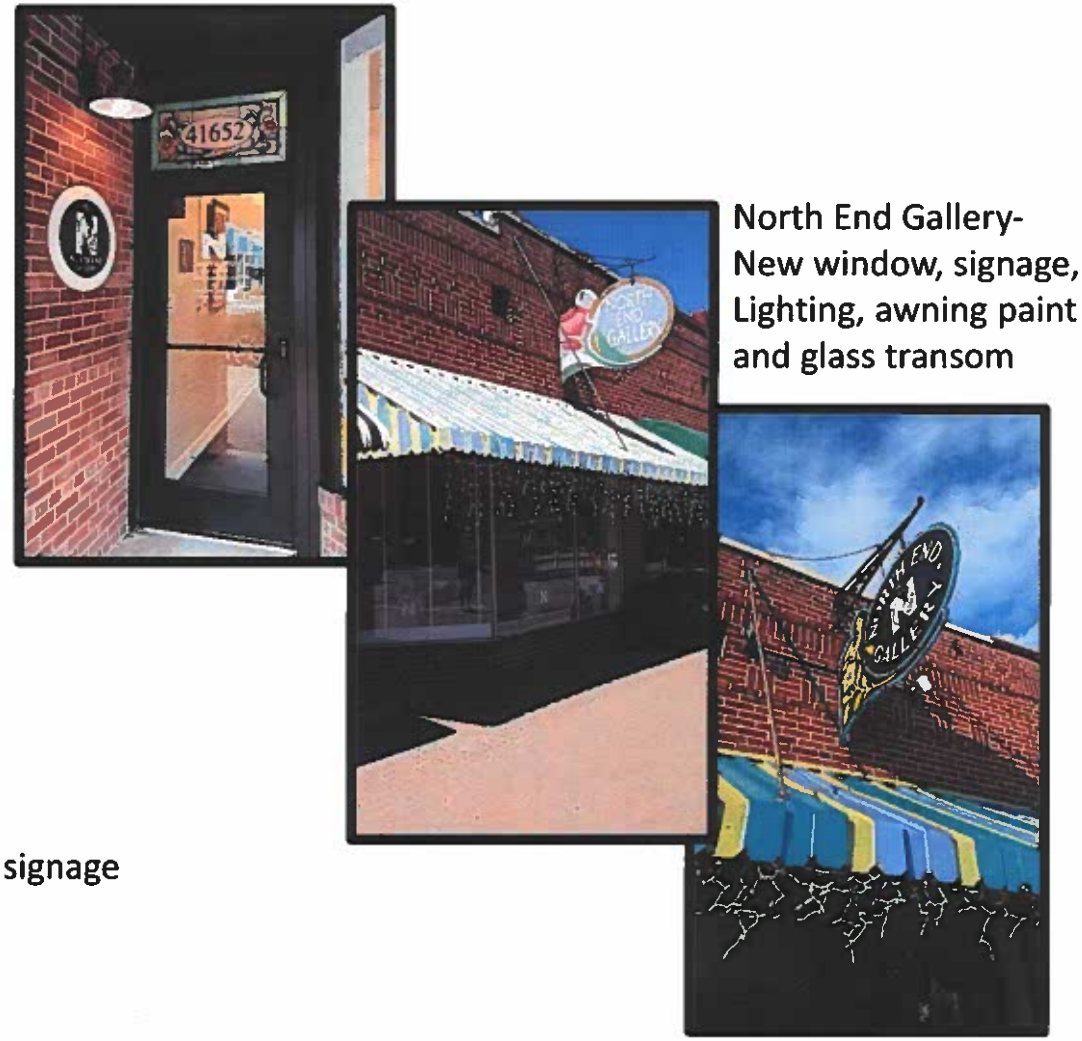
Energy Select- new brick Entryway and landscaping

Slice House I- new siding

S-Kape Salon- exterior bricks painted

Exhibit 4 Previous Façade Grant Projects

Spice Fitness Before and After- New windows, paint and signage



North End Gallery- New window, signage, Lighting, awning paint and glass transom

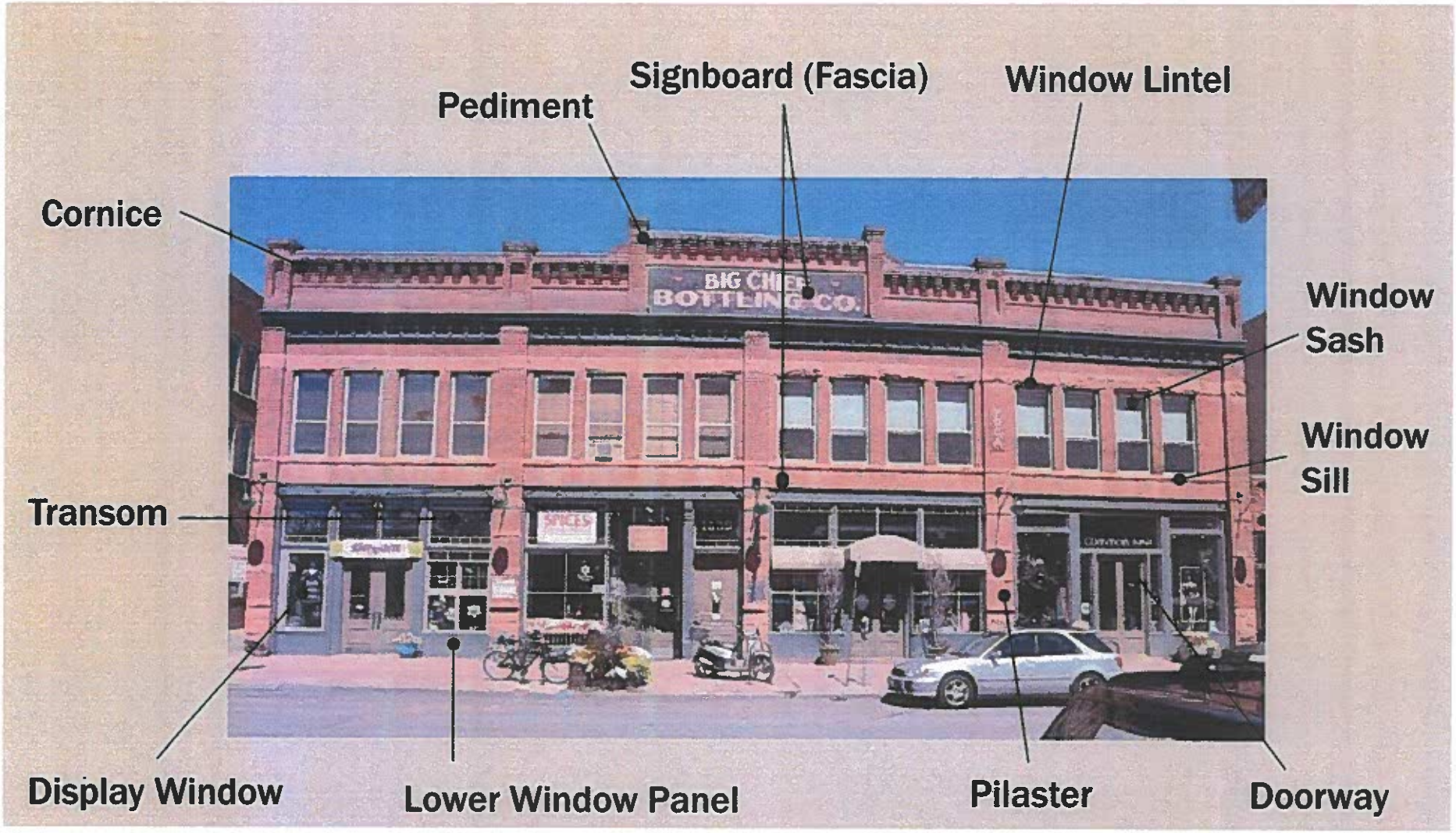
BUILDING DESIGN

Considerations

1. Existing and new
2. Respectful of history (doesn't create false sense of history)
3. Considers the entire building
4. Respects basic building structure: base, middle, top
5. Respects building proportions
6. Considers façade articulation
7. Considers context
8. Integration of elements – awnings, signs, displays, lighting and color

Exhibit 5

TYPICAL HISTORIC COMMERCIAL BUILDING



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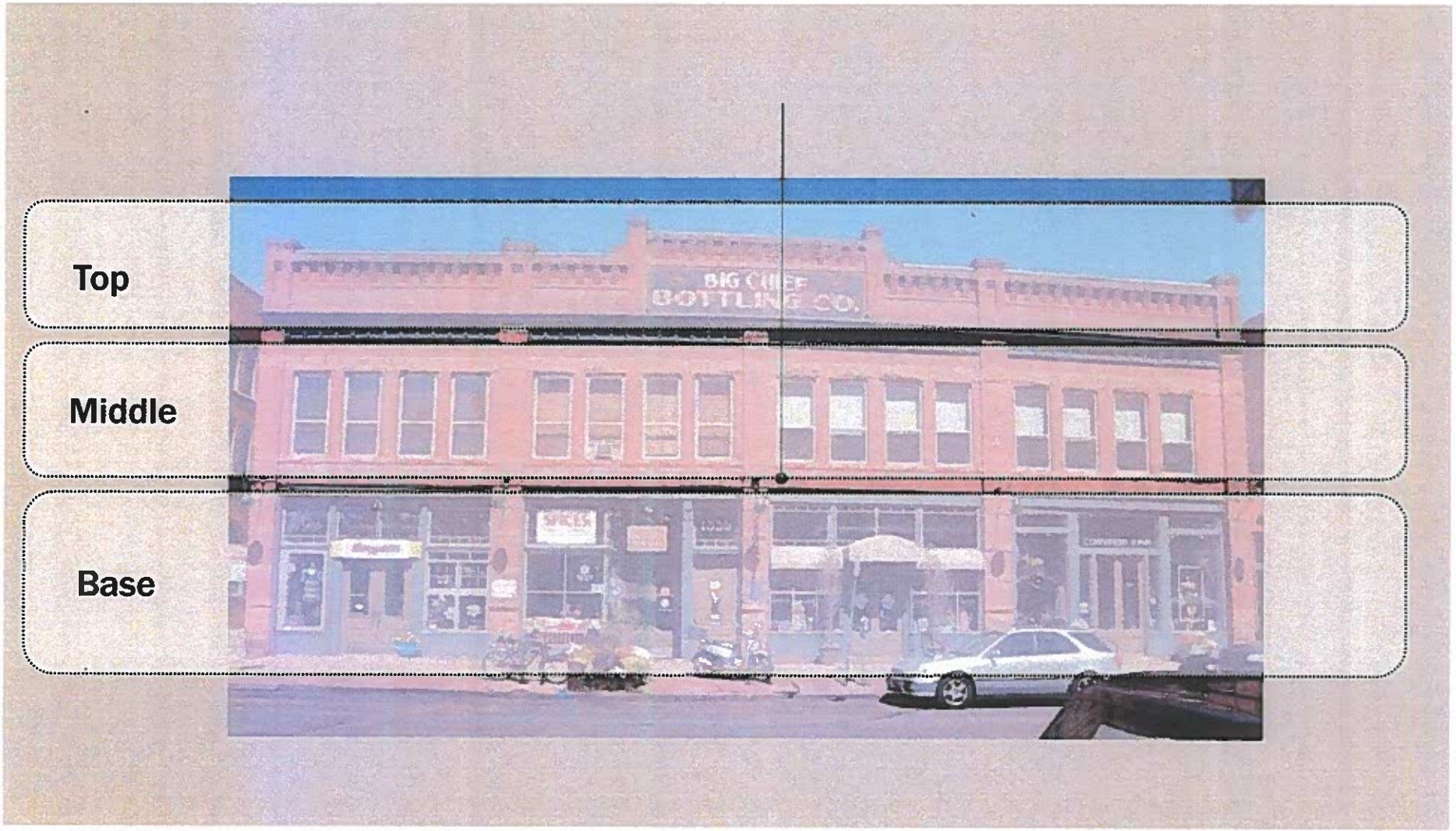

LINDA M. FELTS INTERIORS, INC.

EFFECTIVE, EASY IMPROVEMENTS

Work with what you've got

- Paint/Color
- Blank Walls
- Windows and Window Displays
- Awnings
- Signs
- Massing

PAINT/COLOR

- Economical
- Highlight architectural detail
- Distinguish from other businesses
- Add vibrancy
- Important to follow basic guidelines when combining colors

Good Reference:

www.tigercolor.com/color-lab/color-theory/color-harmonies.htm

Before

After

R
Café
R
R
Seafood

WINDOWS AND WINDOW DISPLAYS

- Proportion
- Invite views into the business
- Keep it simple
- Develop a theme
- Don't try to showcase everything you sell
- Creative display of mundane objects (repetition)
- Keep it fresh
- Utilize vacant storefronts
- Have some fun