



MONACA BUSINESS FACADE GRANT PROGRAM

Contact: Monaca Community Development Corporation
998 Indiana Ave. | Monaca, PA 15061 | info@monacacdc.org | monacacdc.org

MONACA BUSINESS FACADE GRANT PROGRAM OVERVIEW

The purpose of the Monaca Business Facade Grant (MBFG) Program is to encourage revitalization of business building facades and support owners of businesses and business properties in their facade improvement efforts. This program aims to enhance the aesthetics of Monaca's primary and secondary business districts and contribute to the vibrance, economic health, and sustainability of Monaca.

The Monaca Community Development Corporation (Monaca CDC) administers this program in alignment with its mission to help create a vibrant and sustainable community where businesses, individuals, and families can thrive!

The MBFG Program was established and financed in part by funds donated by the Borough of Monaca which were sourced from American Rescue Plan Act COVID-19 relief funds received by the Borough; and in part by a grant from the Commonwealth of Pennsylvania, PA Department of Community & Economic Development's Keystone Communities Program (KCP).

Funding from each of these two sources have different project and geographic requirements and eligibility criteria. Distribution of MBFG funds donated by Monaca Borough are available for businesses anywhere within Monaca Borough and are limited to a \$5,000 maximum per-project award. KCP fund distribution is only available for businesses within the core downtown Monaca business district and is limited to a per-project maximum of \$5,000.

The MBFG Committee will determine which funding option is available and appropriate for each applicant based on property location and project details provided, and applications will be routed accordingly.

MBFG awards are provided as reimbursements which are limited to no more than 50% of the total cost of eligible projects. Grant awards shall not exceed \$5,000 per project. Costs for necessary government approvals, building permits, and taxes are not eligible items for reimbursement.

Please read this entire packet for details regarding eligibility, requirements for reimbursement, award and committee review cycles, and a complete list of items to submit with application.

The application form is located on page 5 of this packet and may be completed electronically and submitted to info@monacacdc.org or printed and mailed to:

MBFG Program
Monaca CDC
998 Indiana Avenue
Monaca, PA 15061

General Criteria

Only one award will be allowed per project per award cycle. Properties awarded multiple awards over several years may receive a reduced award based on amount of previous awards, project completion, and quality of work performed on previous awards. The number of applications being considered may also be a factor in the amount awarded per project.

Plans for rehabilitation of structures should respect the architectural integrity of the entire building and the neighboring streetscape.

Materials that are compatible in quality, texture, finish and dimension to those previously approved projects in the district or neighborhood are encouraged.

The MBFG Committee will not be a party in negotiations between the applicant and contractors employed by the applicant. The applicant agrees to hold the aforementioned harmless of any defects in workmanship, liability, damages, or other costs relative to the project. Proof of property and general liability insurance must be provided.

Project Eligibility Requirements

Please check each box to indicate acceptance of the eligibility requirement. Work that does not comply with the eligibility requirements is subject to reduction or retraction of award.

- All projects must be located within the established Corporate Limits of the Borough of Monaca.
- All work must be done on a street-facing side of an existing building. Front-of-building projects are priority; side-of-building projects may be considered.
- All work must be done on the exterior of the building and result in a publicly visible improvement.
- All work must be in compliance with approved Building and Fire Codes as provided by the Borough of Monaca.
- All work must be appropriate according to the Façade Grant Program design guidelines.
- Project cost must exceed \$1,000 to be considered for a façade grant.
- Painting, masonry, signage and lighting may be a part of a larger renovation project or may qualify on their own.
- Grantees shall be responsible to submit all required permits prior to commencing the project.

Projects That Are Not Eligible

The following types of Projects or Properties are not eligible for the Façade Grant Program:

- Tax delinquent property
- Property in litigation
- Property in condemnation or receivership
- Work on the rear or unseen roof of the building is not eligible for a façade grant.
- Façade grant funds cannot be used to correct outstanding code violations, for property damaged by collision, acts of nature or occurrences covered by insurance.
- Landscaping, fences or gates *that are not integral* to the façade of the building.
- Security systems
- Air Conditioning and Heating upgrades
- Interior tenant finish or other interior work

Required Materials for Application

Application packages must include enough documentation to illustrate the visual impact of the project and its costs. Failure to provide required information will delay the review process. The items submitted should include:

- A completed application form
- Signed letter from property owner giving written consent to conduct façade improvements.
- Color photographs of existing conditions as well as the completed project list of materials to be used
- Drawings and any other documentation necessary to illustrate the visual impact of the proposed project.
- Three quotes from licensed contractors for the proposed work.*
- Owners or merchants who are licensed contractors and intend to perform work on their own properties or businesses, must furnish at least one quote other than their own; and can only be reimbursed for materials and subcontractors.
- Proof of Property and General Liability Insurance
- Copy of lease (if applicant is a business owner leasing the property)

**Applicants eligible for reimbursement through the MBFG program's Keystone Communities Program funds may have additional requirements. These requirements will be provided by the MBFG committee if/when applicable.*

Application Timeline:

- **March 15** - Applications due for **April review**
- **June 15** - Applications due for **July review**
- **Sept. 15** - Applications due for **Oct. review**
- **Dec. 15** - Applications due for **Jan. review**

About the Application Review Process

The Monaca CDC Executive Board and Board Members will determine if the application package that is submitted is sufficiently complete to review, and will forward the application to the MBFG Committee.

The MBFG Committee is comprised of three members of the Monaca CDC Board of Directors and two members of Monaca Borough Council. **The Committee meets quarterly to review and score applications.**

All applications are reviewed on a competitive basis and are considered in submission order. **Eligible application packages are due 30 days prior to their meeting date. A schedule of submission and review dates is provided in the green box at the lower left side of this page.**

The application package will be reviewed by the Committee to determine the project's eligibility and the award amount if eligible.

The applicant may be required to periodically communicate with the Committee to answer questions or discuss details about the proposed project.

In making the determination, the Committee will consider eligibility as well as the following factors and will score higher those projects that are in a priority area or show additional efforts in the following areas:

VISIBILITY

Highest scores/priority may be given to projects/buildings that are important to neighborhood character because of location, size and/or architectural details.

DESIGN

Highest scores/priority may be given to projects that will benefit the property's aesthetics significantly.

SUSTAINABILITY/PERMANENCE

Highest scores/priority may be given to projects with significant permanence; that have a greater, longer-lasting value than others and will remain relevant to the property over time.

Highest scores/priority may be given to projects with exceptional consideration of environmental responsibility in the building process and materials.

About Award Reimbursement

MBFG grants are awarded as reimbursement funds after the approved project is complete and required materials for reimbursement have been provided by grant award recipient.

As stated on page one of this packet, approved reimbursement grants are limited to no more than 50% of the total cost of eligible improvements, not to exceed \$5,000 per project. *Costs incurred for necessary government approvals, building permits, and taxes are not eligible for reimbursement.*

Any changes to the approved plan will require a written request from the applicant and approval by the Committee in order to retain the grant.

If the total cost of the project increases from initial proposal to final completion and if funding is limited, the Committee may only be able to award reimbursement for the originally proposed amount.

The Committee reserves the right to refuse reimbursements in whole or in part that:

- Do not conform to the program design guidelines
- Do not conform to the proposals submitted with your application and approved by the Committee
- Are not commensurate with the workmanship and cost customary to the industry
- Are not completed within 180 days. Since the Committee cannot reserve funds indefinitely, your grant may be subject to cancellation if not completed or significant progress hasn't been made by the completion date. If due to extenuating circumstances the project cannot be completed by the originally submitted completion date, you will need to apply for an extension. **Requests for extensions must be submitted in writing with an updated schedule of completion and demonstrated progress towards completion.**

Required for Reimbursement

Reimbursement can be expected in approximately three (3) to six (6) weeks after all of the following items have been completed/submitted:

- **Copy of the Certificate of Completion from the office of the Neighborhood Services Officer** - The Borough of Monaca's Neighborhood Services Officer and/or Borough's contracted inspection agency or other Borough- or Monaca CDC-assigned agency will inspect work to ensure that it complies with the approved plans.

Upon completion of your project, please contact the Neighborhood Services Officer at 724-775-9600 for an inspection.

- **Proof of payment for all work to be reimbursed must be submitted.** This can include cancelled checks, copies of bank statements or credit card statements showing the expenses have been paid. Invoices must be marked paid, signed and dated by the contractors. Cash payments are not accepted.

These must equal at least the required matching amount *plus* the amount of the owner investment.

- **Color photographs of completed project**



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MONACA BUSINESS FACADE GRANT PROGRAM APPLICATION

APPLICANT INFORMATION

Name:
Phone:
Email:

FOR MONACA CDC USE ONLY

Application Date:
Approval Date: Amount:
Tax ID #

PROPERTY OWNER INFORMATION

Name:	Years Owned:	
Address:	Phone:	
City:	State:	Zip:
Type of Ownership:	Owner's Signature-Improvements Approved:	

BUSINESS/PROJECT INFORMATION

Name of Business:	Business/Project Owner's Name:	
Address:	Phone:	
City:	State:	Zip:
Type of Business:	Upper floor use (if applicable):	

PROPOSED IMPROVEMENTS

Storefront Improvements:		
Upper Facade Improvements:		
Other Improvements:		
Estimated Completion Date:	Estimated Cost of Improvements:	Grant Amount Requested:

Check appropriately:

- I own the property in consideration I lease the property in consideration (copy of lease may be requested)

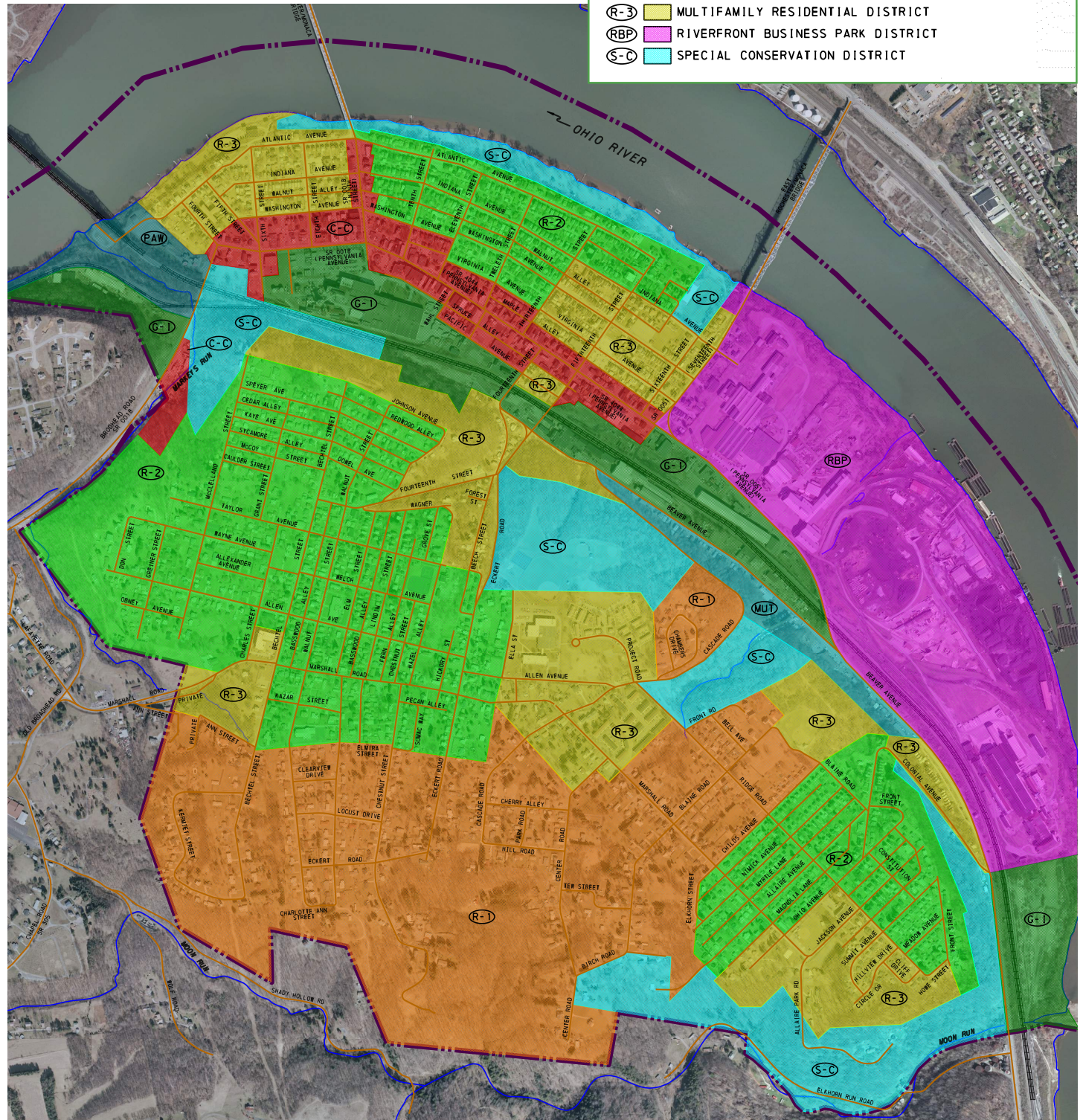
I have read the Monaca Business Facade Grant Program and Design Guidelines. I understand that if the proposal is approved, I will make the above improvements to the property within the specified time allowed.

APPLICANT'S SIGNATURE:

DATE:

MONACA BOROUGH ZONING MAP INCLUDING PRIMARY & SECONDARY BUSINESS DISTRICTS

All eligible projects must be located within the established Corporate Limits of the Borough of Monaca.



LEGEND

ZONING DISTRICTS

- MONACA BOUNDARY
- CORE COMMERCIAL DISTRICT
- GENERAL INDUSTRIAL DISTRICT
- MIXED USE TRANSITIONAL DISTRICT
- PUBLIC ACCESS WATERFRONT DISTRICT
- SINGLE FAMILY RESIDENTIAL DISTRICT
- SINGLE FAMILY & TWO FAMILY RESIDENTIAL DISTRICT
- MULTIFAMILY RESIDENTIAL DISTRICT
- RIVERFRONT BUSINESS PARK DISTRICT
- SPECIAL CONSERVATION DISTRICT

FACADE DESIGN GUIDELINES

The Monaca Community Development Corporation's Façade Design Guidelines outline the standards, which should be followed when renovating buildings using a façade grant.

These guidelines will also assist property owners in understanding the context of the built environment in the Borough of Monaca, and to help owners when they are faced with decisions about alterations. Also, for property owners faced with decisions about the repair, maintenance, rehabilitation and demolition of a building. These guidelines are not a rigid set of rules, rather, their purpose is to provide information to property owners and tenants about buildings, their distinct characteristics and suggest various appropriate ways to address design, repair, and rehabilitation issues.

The Design Guidelines are further explained through the use of photographs and illustrations. Examples given should not be considered the only appropriate options. In most cases, there are numerous possible solutions that meet the intention of the design guidelines, as well as the needs of the property owner. Simply because a design approach is not listed or illustrated does not mean that it is not acceptable.

How Are the Design Guidelines Used?

Property owners, agents, developers, tenants and architects should use these guidelines when considering applying for a Façade Grant. This will help establish an appropriate direction for design. The applicant should refer to the guidelines at the outset to avoid efforts that later may be inappropriate. The guidelines are employed in two ways during the grant review process:

- The Façade Grant Review Committee will use the guidelines when considering the appropriateness of grant monies to be expended for the application.
- The Façade Grant Review Committee will also use the guidelines when considering level of grant funding awarded.

When it guides an approach to certain design problems by offering alternative solutions, it does not dictate a specific outcome and it does not require a property owner to instigate improvements that are not contemplated. **The committee will consider the proposed projects on a case-by-case basis to determine if an adequate number of the relevant guidelines have been met. However, there is no set number of guidelines that must be met to gain approval. In making this determination the committee's overall goals are to ensure that the proposed work complies with the goals of the program and that the overall character of the neighborhood is enhanced. The design guidelines provide an objective basis for determining that these goals will be achieved.**

I. Façade

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any elevation not containing the main entrance but fronting on a public street exposed to public view will be considered a secondary elevation. Secondary Elevations may also be eligible for façade grants.

II. Storefronts

It is the intent of these guidelines that most buildings should have storefront-type-glazing facing the street. When alterations are made to the first floor levels of buildings that presently have more opaque wall treatments, the façade grant program will usually require that storefront type glazing be installed that could accommodate retail uses in the future.

If an existing storefront is to be replaced, the new storefront should be traditional in character and include an appropriately designed bulkhead panel; large, undivided areas of clear glass display windows, a glazed transom surmounted by a storefront cornice, a traditional, fully glazed storefront floor. The new storefront should fill the full height of the original masonry opening. Display windows should be of clear glass in pieces as large as practical. Tinted or reflective glazing is not recommended.

For historic buildings, all structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible. Buildings, that are an integral element of a historic streetscape, should reflect and complement the character of the surrounding area to the greatest extent possible.

Pictorial example:



Storefront Before and After Example:



BEFORE

1. UPPER CORNICE
2. BRACKET
3. CORBELLED BRICK DECORATION
4. WINDOW HOOD MOLDING
5. DOUBLE HUNG WINDOW UNIT
6. STOREFRONT CORNICE
7. SIGN ZONE
8. TRANSOM WINDOW
9. DISPLAY WINDOW
10. MASONRY PIER
11. DOUBLE LEAF ENTRY DOOR
12. DOOR TO UPPER FLOOR
13. BULKHEAD
14. ENTRY RECESS

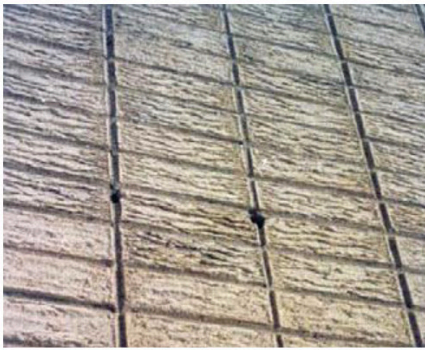


AFTER

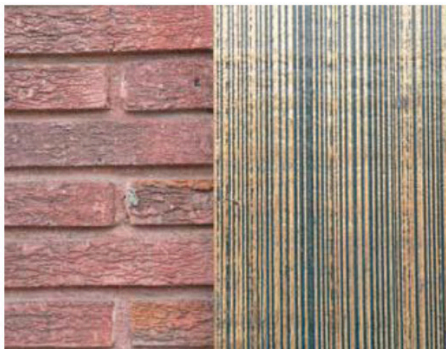
III. Masonry

Unpainted brick, stone or terra cotta should be painted or covered. Previously painted masonry may be painted. If it is necessary to remove paint or clean unpainted masonry, use the gentlest methods possible. Sandblasting and other abrasive cleaning methods are not recommended. Repaint defective mortar by matching the original color, style, texture and strength. Repair or replace deteriorated masonry with new masonry that duplicates the original material as closely as possible.

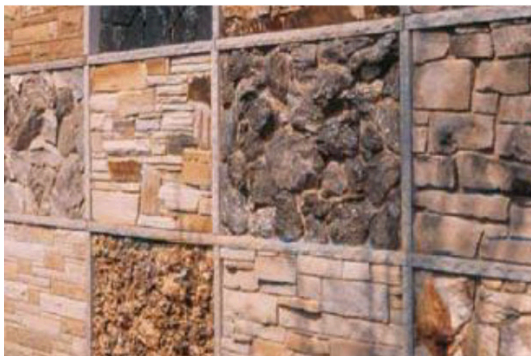
Examples:



Textured Masonry Surface or Brick in a Vertical Bond



Brick or Terra Cotta



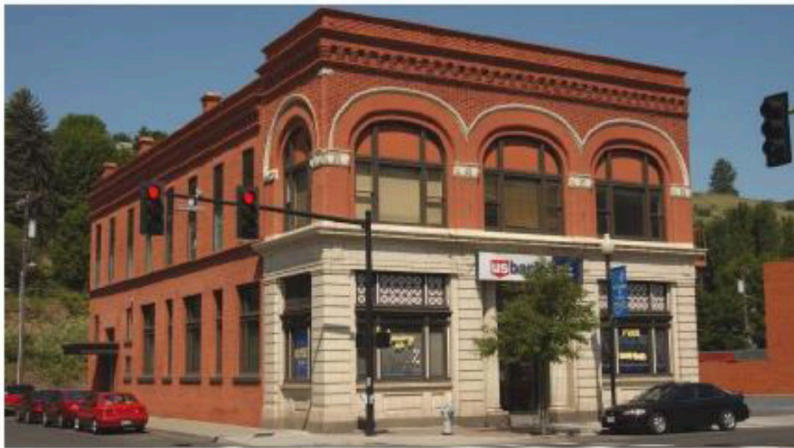
Stone Patterns

IV. Upper Story Windows

Retain original upper story window openings that are visible from the public right-of-way. Retain the present configuration of window panes and sashes except when historic photographs indicate a more original condition. Avoid making additional openings or changes in the principal elevations by enlarging or reducing window-opening sizes. The intent is to restore the original window configuration not to create new designs. If the replacement of a window sash is necessary, the replacement should duplicate the appearance and design of the original window sash to the extent possible.

Avoid the filling-in or covering of openings with materials like glass block. Avoid using modern style window units such as horizontal sliding sash, or fixed sash in place of double hung sash. Do not replace round head windows with square top windows.

Examples:



Note the use of rounded top windows in the second story although they are painted



Note the difference in the second story windows – Use of fixed glass versus the sashed windows in the adjoining building

V. Trim and Ornamentation

Retain and repair or replace character giving trim ornamentation including, but not limited to, window caps, carved stone work, ornamental plaques, storefront cornices and eaves cornices. Replacement should attempt to match the design, dimensions and material of the original trim and ornamentation.

Examples:



Note the Detailed cornices at the Entrances



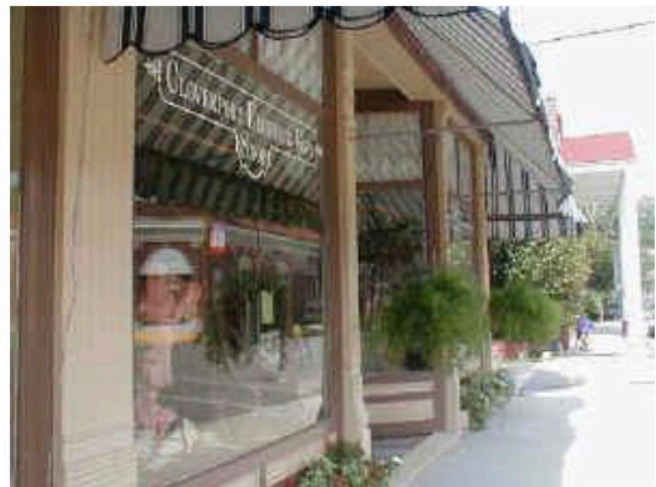
Additional Option for New Construction Projects



VI. Awnings

Awnings should be crafted to complement the age, style and scale of the building. Generally, traditional sheer awnings are appropriate for most historic window, door and storefront installations. It is preferable that these awnings should be made of canvas or neoprene impregnated fabric instead of shiny vinyl with free-hanging valances, the flapping bottom pieces are characteristic of historic awnings. Fabric or fixed metal awning materials may be acceptable. Quarter-round awnings, modern mansard awnings, and other contemporary commercial designs with distended, fixed valances have no precedent in traditional awning design and are usually inappropriate for historic buildings. Backlit awnings and dome awnings are usually inappropriate.

Examples:



VI. Signage



Fascia signs, placed on the fascia or horizontal band between the storefront and the second floor, were common nineteenth century signage. The fascia is often called the “signboard,” and as the word implies, provided a perfect place for a sign--then as now and such signs usually gave little more than the name of the business and perhaps a street number. Modern internally lit box signs are not recommended.

Neon signage is generally discouraged.



Signs in the form of **plaques, shields, and ovals** were used on many nineteenth-century buildings. Such signs had the advantage of being easily replaced as tenants came and went. They also easily incorporated images as well as lettering.

Display Window Lettering is another common type of storefront signage that is painted on or etched into the interior side of display windows and glazed entry doorways. These signs should consist of lettering and/or a logo, and should not cover more than 1/5 of the area of the glass panel, and should not obscure the display area.

Transom Signs are typically made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights. These signs can be made today by leaded glass craft workers and can be made as easily to remove panels.

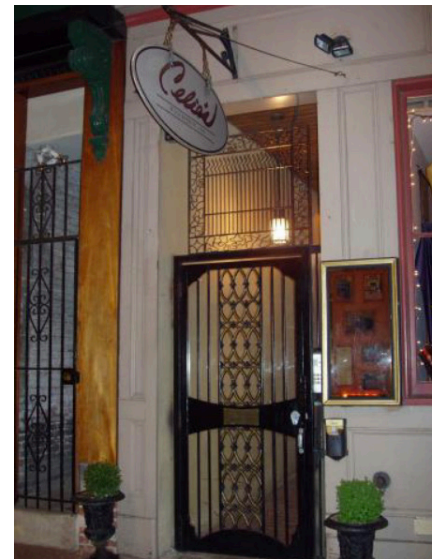
Awning Signs allow the fringe or skirt of the awning, as well as the panel at the side as typical placement for a name or street number. Lettering on the main part of the awning is generally not permitted.



VII. Security Gates and Bars

The installation of exterior, permanent or retractable security gates or bars is highly discouraged. They are out of character with the architecture; create an impression that the area is unsafe, and ultimately hurt business. Less obstructive retractable interior security gates, security devices, alarm systems or unbreakable glazing material are preferred alternative security measures. Please note, the listed items are not considered as an eligible façade cost.

Example to the right is an unusually sensitive security treatment.



VIII. Exterior Lighting

Spot or flood lighting to highlight the architectural detailing of a building should be inconspicuous and blend with the wall on which it is mounted. No lights should move, flash or make noise.

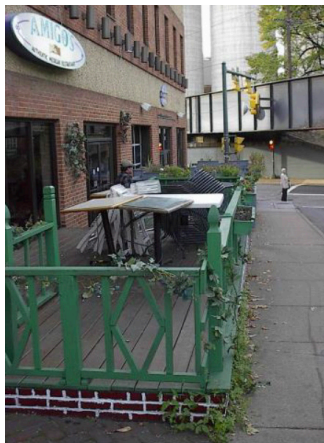


IX. Other Exterior Elements

Existing exterior fire escapes, ladders, standpipes, vents, etc. should either be painted to blend with the wall on which it is mounted.

X. Landscaping and Fencing

In some projects landscaping and fencing will be considered. Simply installing fencing around a parking lot or a portion of the parking lot will generally not qualify for a façade grant. If fencing is part of a larger renovation project, it will be considered only if the fence has extraordinary architectural character such as a wrought iron fence with masonry piers. Common fences such as stockade, bound-on board, picket and chain link would not be eligible



for a façade grant. Planter or retaining walls should be built of materials of the adjacent buildings. Generally, brick or other suitable masonry units would be considered while certain types of interlocking concrete block, landscaping timers, sidewalks, and curbs would not be eligible.

