



Greenville

Downtown Development Authority

Façade Improvement Program



City of Greenville
411 Lafayette Street
Greenville, MI 48838
(616) 754-5645
<http://www.ci.greenville.mi.us/>



Greenville Area Chamber of Commerce
108 N. Lafayette Street
Greenville, MI 48838
<http://www.greenvillechamber.net/>




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INTRODUCTION

Welcome! If you are considering improving the looks of your businesses exterior, you're in the right place!

Greenville has a long and interesting history – Even before the first Meijer opened its doors on Lafayette Street, Greenville's businesses have been serving this community in many capacities. Business serving downtown Greenville, unfortunately have lost much of their architectural history due to fires, aging or covering over with contemporary siding materials.

The Greenville DDA fully understands that creating and maintaining an attractive downtown is important! Greenville's downtown is crucial to the economic health of the entire City. Its condition plays a direct role in the perception formed by residents and visitors alike.

We have a great start with our beautiful streetscape, and now the empty lot between Roy LaMarte AAA Agency and Heirloom Bridal Cakes has been landscaped as well. However, as with many things, a beautiful downtown is a constant "work in progress". More can be achieved with improvements to our building facades.

The Greenville Downtown Development Authority (DDA), along with local building and business owners, and the Greenville Area Chamber of Commerce has created a façade and building improvement guidelines to our buildings in hopes of maintaining the historical character of its downtown buildings. The other goal of these guidelines is to seek ways to incorporate "Danish" themes and treatments to buildings where they are appropriate.

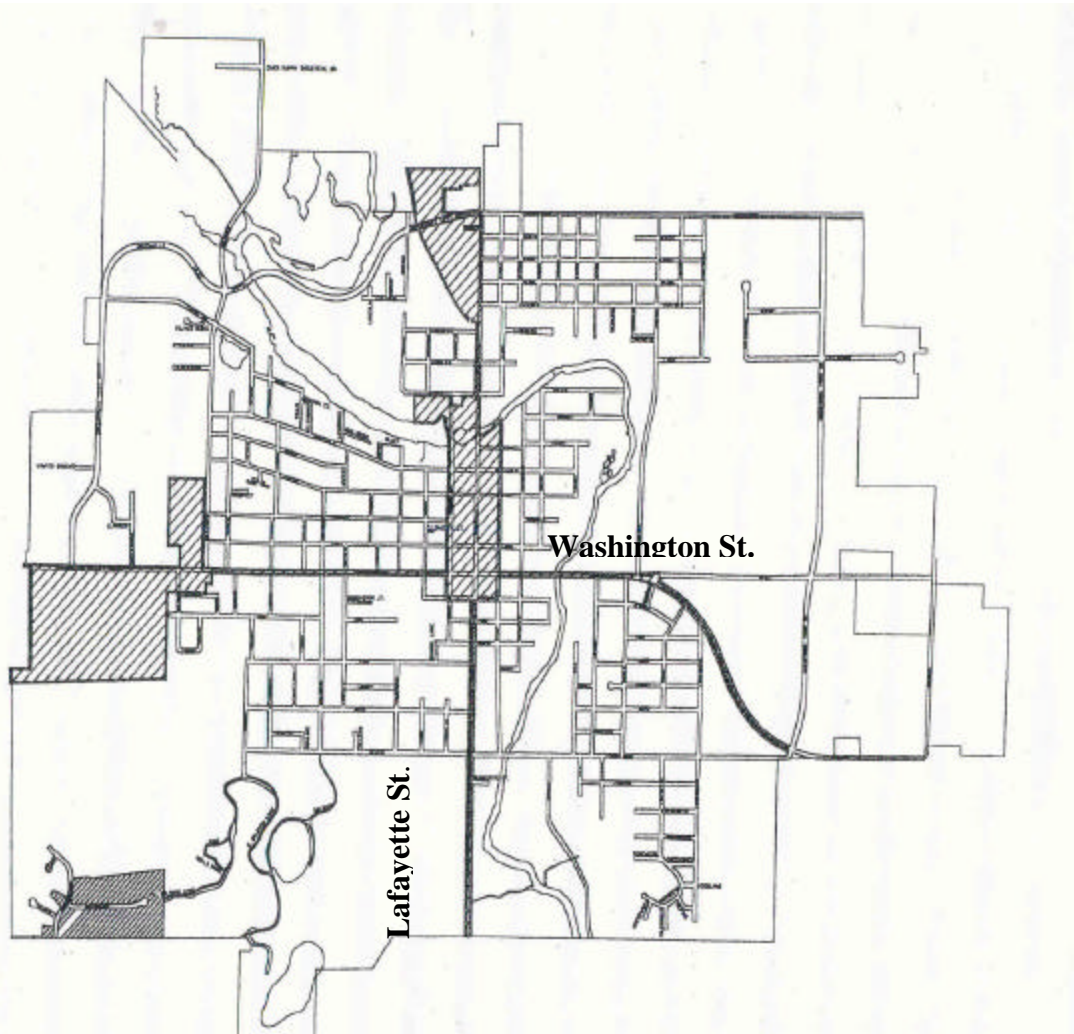
These guidelines are designed primarily for the "downtown business district" (see the map on page 2). Financial incentives for other areas of the DDA district (see the map on page 3) could also be applied based on each project's ability to remain in character with its neighboring properties and uses.

This booklet is for you if you own an existing building in the DDA district or intend to construct a new building in the district. It contains design guidelines and ideas, an explanation of procedures and forms to help you seek financial assistance through the DDA's program in cooperation with our local banks.

We hope you get some good ideas here, and choose to move forward with your contribution to making downtown Greenville looks its best!



DOWNTOWN FAÇADE IMPROVEMENT DISTRICT



GREEVILLE DDA DISTRICT BOUNDARIES

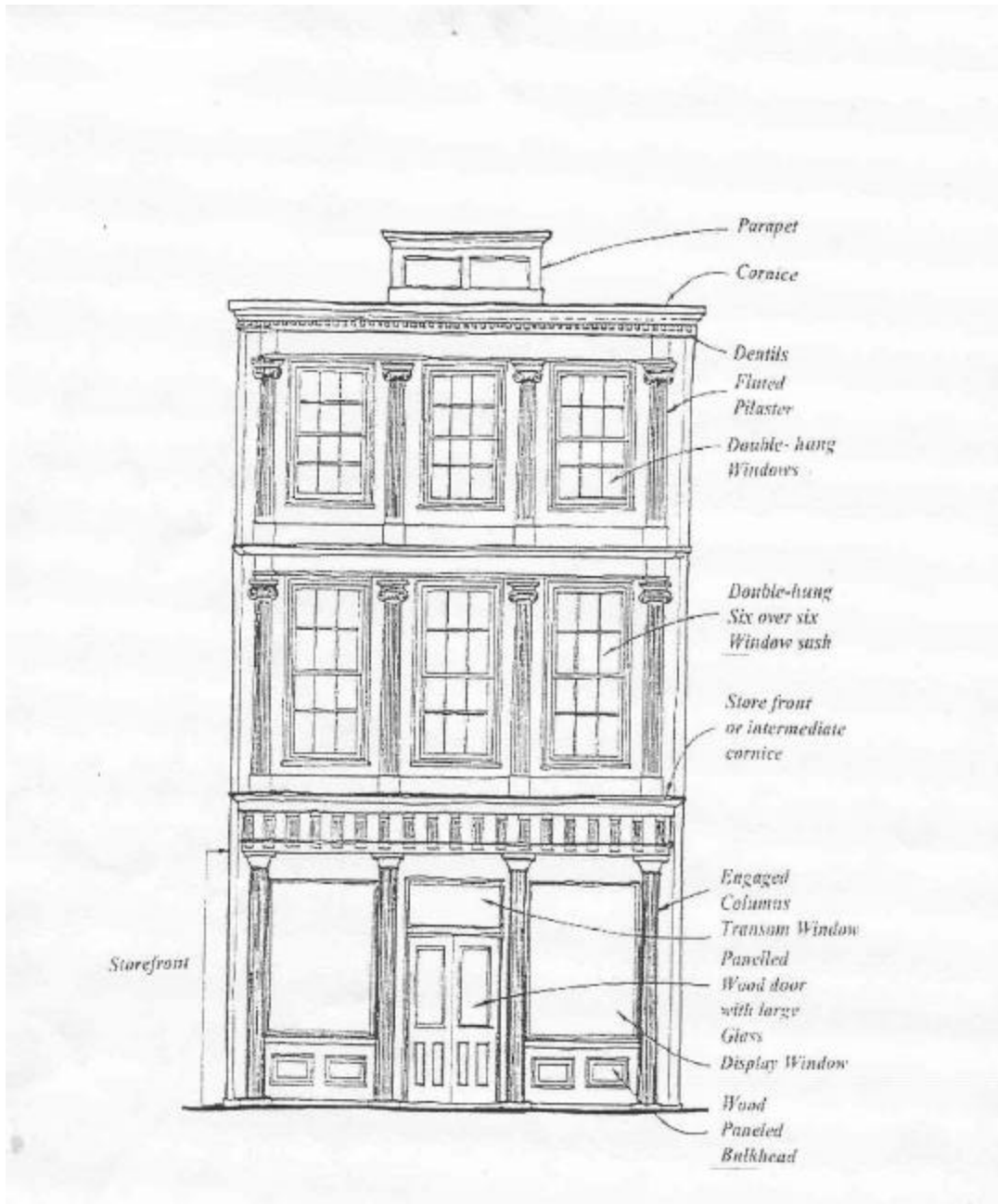
PART I: Building Design Guidelines

General Guidelines:

1. City Image: Through facilitated meetings held among property owners, it has been determined that downtown should be reflective of its historic architecture
2. Historic Buildings: For buildings over 50 years old, the Secretary of the Interior's Standards for Rehabilitation should be followed – there may also be some healthy tax incentives for you if you choose to do so! The policies are included here in this booklet as “Appendix A”. The DDA requests that no historic building be demolished without first discussing the alternatives with the DDA.

Your Building's Surroundings:

1. Street Furniture: Walkways, street and parking lot light poles, signs that are not on your building, benches, trash receptacles, streetscape landscaping, and so on are important elements of the image of a commercial building. To the extent that these are under the control of the building owner, they should be integrated with the building's design and should be in keeping with the historic nature indicated for the location of the building. When they are not under the control of the owner/developer, they should be taken into account in the design of the building.
2. Neighboring Structures: Façade improvements should be designed to be compatible with the neighboring structures. Compatibility includes how the structure relates to the street – including orientation and set-back and the height and width of the structures.
3. Human Scale: The scale of the architectural elements should provide comfortable surroundings for pedestrians. This applies especially to heights of canopies or awnings and heights of doors and windows.
4. Trees: Trees should be along the front of the storefronts with an average spacing of 40 to 50 feet. With the approval of the City, fewer but larger clusters of trees may be more appropriate in some cases. Tree varieties should be selected for urban environments, considering hardiness, shape and height at maturity.
5. Location of Entry: The main entry should face the street with the greatest public exposure and traffic. In some cases, more than one façade is highly visible to the public, such as with a corner building or a rear entrance from a parking area. In these cases, the visible façade should be treated with similar parapets and major architectural details. In cases where the secondary façade is visible, but not highly so, architectural elements may be simplified, or wrapped a short way around a corner.



ARCHITECTURAL COMPONENTS OF A COMMERCIAL BUILDING

Major Building Elements:

1. Roofs: Roofs should normally be relatively flat and should never be visually prominent. They should be of a design which will be largely masked by the parapet from the dominant view of the structure
2. Materials: Non-glass areas of a main façade should be of brick, or stone, unless there is a strong historic reason to use wood. Vinyl and aluminum are discouraged, although cementitious hardboard siding may be considered as an alternative to wood. Any visible sides of the building should be of materials that relate logically to the materials of the main façade.
3. Length of façade: The façade which stretches across more than one business space should be articulated with a strong vertical element at least every 50 linear feet. A façade longer than 2100 feet should be divided by some major break, such as a set-back, a change in color or type of materials, or a separation into separate buildings.
4. Parapets: All commercial structures should use parapet walls on the façade facing the street, and possible on other walls, depending on visibility and relationships to other structures. A modest amount of variation in pediment design is encouraged, such as low peaks, arches, or other details, which project above the main line of the pediment.
5. Store-Fronts: Storefront glass should be a major element of the main façade of a retail commercial building, taking up at least 60% of the length of the façade. The bottom of the glass should normally be within two feet of the sidewalk, and the top at least as high as the top of the entry door; glass transom windows can be placed above the storefront. If an awning is used, it would normally cover transom windows – see the illustration on the next page. Glass should be transparent or only very lightly shaded for energy efficiency.
6. Doorways: Entries should be recessed to create a visual indication of their importance and to allow doors to swing outward without striking pedestrians passing by. Doors should be wood or a storefront aluminum with 6-inch side and top rails, and a minimum of 12 inches at the bottom.
7. Two-Story Buildings: A two or more story building should have a clear demarcation between the first story and second story. A cornice which is similar to the main cornice near the top of the building is usually appropriate, although it may be smaller in scale. Each upper story should have windows with combined widths taking up at least 40% of the width of the façade, and which are at least 66 inches high.

*Existing Building
gutters, downspouts and windows
may require repair or replacement.
For old or new buildings, visible rear
or side facades should be of a materials
mix and color treatments similar to
the front facade.*

*Signs should be of modest scale
to fit the casual character of the
alley or rear parking area.*

*Special, low level lighting on the
façade should focus on the entry door.*

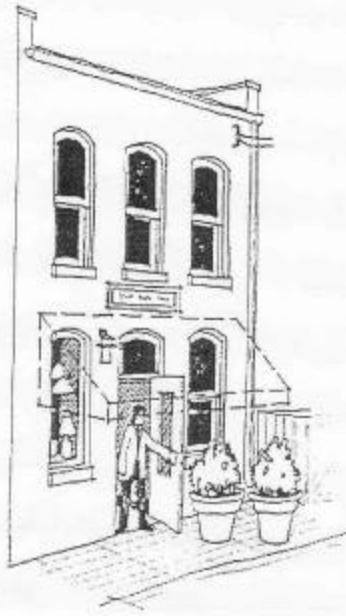
*Awnings can soften the façade
and provide a protected space
from hot sun, rain or snow.*

*The rear or side entry door should
be wood and glass similar to the
front door.*

*Selective use of trees or landscape
can subtly improve the visual appearance
of the rear or side entryway.*

*The surface of the pedestrian walkway
should be pavers or decorative concrete
and always be in good repair.*

*Refuse containers and service facilities
should be screened from view.*



REAR AND SIDE FAÇADE DESIGN GUIDELINES

Architectural Details and Decoration

1. Canopies/Awnings: Canopies or awnings should be placed to give a comfortable human scale underneath them. Normally, this would call for the lowest part of a canopy or awning to be a minimum of 8 feet and a maximum of 10 feet above the sidewalk, and a maximum of 1 foot above the storefront windows (not counting any transom windows)
2. Signs: The preferred location for the main business sign is flush-mounted on the parapet of a single-story building, or the area between the storefront windows and the second-story windows on a two or more story building. If there is a separate cornice above the storefront, the sign should be below that cornice line. Please refer to the City of Greenville Zoning Ordinance for proper sign dimensions. These dimensions may depend on your location – your particular Zoning District. Contact City Hall at 754-5645 (or one the City’s website: <http://www.ci.greenville.mi.us>, then click “City Departments and Services” then “Planning and Zoning” – trust us, you’ll get there!) for a copy of this ordinance. Another acceptable location for the business sign is on the storefront glass, where painted or stenciled letters may be placed. There should be no additional signs except one in the parking area if the building is further than 100 feet from the access street.
3. Lighting: Exterior lighting, including lighting of signs, should be consistent with the historical period indicated for the location of the building. The quality and color of light on or near a building should be comfortable and flattering to the people entering the business. Awnings should not be lit with interior bulbs or up-lights.
4. Architectural Decoration: Use of architectural decoration is encouraged, as long as it is subordinated to the basic form of the building. Ornament may be in stone, fired clay products, or formed metal. If the façade is primarily wood, the ornament may also be of wood. Ornament should be similar in scale and proportion to buildings of the period, or of those which are part of the “City Image” for the location of the building.
5. Kick-Panels Under Storefronts: The area under the storefront glass may be handled in one of two different ways:
 - A) It can be integrated in with the main masonry or other material of the structure;
 - B) Panels related to the panes of glass can be given separate character with more clear glass or with wood wainscoting of a traditional pattern (beaded or grooved boards or a frame with a beveled central panel set into it).
6. Screening Utilities: To the extent possible, screening should obscure such utilitarian objects as trash containers, heating, cooling and ventilation equipment, and electric, gas, and communications devices. Such objects should be located or screened for minimum visibility whether on the ground, on building walls, or on roofs.

Part II: Building Improvement Financial Incentives

Your DDA has established a “Facade Improvement Program” (FIP) to encourage appropriate improvements to the exterior of buildings within the Downtown Development District. The intent of FIP is to strengthen the economic viability of downtown by providing financial assistance/incentives for improving the exterior appearance of buildings. The FIP provides opportunity to recreate a period style architecture reflecting the heritage of downtown. Moreover, the FIP can aid in recovering neglected buildings and providing a truly unique setting within downtown for all who visit. The DDA in this guidebook offers design ideas and guidelines for all buildings, new and old, that assure each façade restoration or new construction enhances downtown’s historic nature. To this end, the DDA offers financial assistance to all who undertake façade improvements using the guidelines as a basis for design and construction.

Financial Incentives:

Subject to availability of funds, the Greenville DDA offers the following incentives:

Subject to availability of funds, the Greenville DDA offers the following incentives:

1. If the project is approved by the DDA, the applicant then submits a loan request to the participating lender of their choice for review. Eligibility, terms and conditions of financing will be determined on an individual basis subject to the normal credit-granting criteria of the lender. . The DDA has established relationships with:
 - a. 5/3 Bank: 754-5611
 - b. Commercial Bank Greenville: 754-7166
2. Applicants may borrow up to \$10,000.00 under the FIP for eligible projects. Larger projects will be considered by the DDA depending on the overall impact of the project and availability of funds.
3. Fifty percent of approved project loan (with a maximum of \$5,000.00) may be loaned by the DDA at 0% interest!
4. The DDA may elect to forgive a maximum of \$1,000.00 of the loan amount to each project. This will be determined by fund availability and overall impact of the project.

Here is an example of how you could save money on your project:

Bank Loan

Loan Amt.	Year	Principal	Interest (5.25%)	P&I	Balance
\$ 5,000	1	\$ 1,000	\$ 263	\$ 1,263	\$ 4,000
	2	1,000	210	1,210	3,000
	3	1,000	158	1,158	2,000
	4	1,000	105	1,105	1,000
	5	1,000	53	1,053	-
		\$ 5,000	\$ 788	\$ 5,788	

DDA Loan

Loan Amt.	Year	Principal	Interest	P&I	Balance
\$ 5,000	1	\$ 1,000	\$ -	\$ 1,000	\$ 4,000
	2	1,000	-	1,000	3,000
	3	1,000	-	1,000	2,000
	4	1,000	-	1,000	1,000
	5	1,000	-	1,000	-
		\$ 5,000	\$ -	\$ 5,000	

Conventional (Not Using Façade Improvement Program)

Loan Amt.	Year	Principal	Interest (5.75%)	P&I	Balance
\$ 10,000	1	\$ 2,000	\$ 575	\$ 2,575	\$ 8,000
	2	2,000	460	2,460	6,000
	3	2,000	345	2,345	4,000
	4	2,000	230	2,230	2,000
	5	2,000	115	2,115	-
		\$ 10,000	\$ 1,725	\$ 11,725	

Difference: Bank/DDA vs Conventional Loan \$ 938

Eligibility for Participation in the FIP:

1. A building or development site must be located within the Downtown Development District. Priority will be given to projects located in the traditional downtown district. These locations offer strong visual impact along the City's main streetscapes downtown.
2. Only projects consistent with the City Master Plan, Zoning Code and Downtown Development Plan will be eligible for participation in the FIP. All of these are available at the City Hall. Call 754-5645 or visit www.ci.greenville.mi.us, then click on "City Departments and Services" then "Planning and Zoning".
3. An existing building must be structurally sound with roof intact and meet basic safety and occupancy codes
4. Awnings and signs may be eligible expenses under the FIP as long as they are a part of a comprehensive façade improvement and are consistent with architectural guidelines.
5. Although priority will be given to existing buildings, new buildings are eligible to the extent the design meets DDA architectural guidelines.
6. Building owners or tenants with leases of one or more years are eligible. If a tenant applies for DDA assistance, the building owner(s) must sign the application and agree to execute a façade easement agreement prior to DDA fund contribution to the project.

Ineligible Uses of DDA Funds:

DDA Building Improvement Program funds may not include any of the following uses:

1. Refinancing existing mortgage debt on the real estate, a leasehold improvement loan or other debt using the real estate as security.
2. Purchase of real estate
3. Labor costs paid to the owner or applicant or relative of owner or applicant if said relative is not a licensed contract for services provided.
4. Projects started prior to approval of the Façade Design Review Committee.

Part III: Application Procedures:

All interested parties who wish to apply for the (very) low interest loan will submit a completed application packet to the DDA. Applications are included in this booklet or they may be obtained at City hall offices during regular business hours.

The application materials to be considered by the DDA will include the following:

1. A detailed rendering of the completed project. If applicant would like a referral of architects/designers, please call the Greenville Area Chamber of commerce at 754-5697 or visit www.greenvillechamber.net and click on “Business Community” then “architects”.
2. Not less than 2 contractor bids for work to be undertaken will be submitted. The Applicant/DDA are not bound by the lowest bid. If you would like a referral of contractors, please call the Greenville Area Chamber of Commerce at 754-5697 or visit www.greenvillechamber.net and click on “Business Community”, then “contractors”.
3. Project construction schedule from start to completion. All required municipal or governmental permits shall be acquired prior to the start of construction.
4. Proof that all real and personal property taxes are paid current
5. Proof of insurance on the property.
6. Completed application (begins on page 14)

DDA Selection Process:

1. Once the initial scope of work has been determined, the Façade Design Review Committee will review the project budget.
2. Upon recommendation by the Committee, the project will be submitted to the DDA Board of Directors for consideration.
3. Upon approval of the Board of Directors, a Façade Improvement Agreement in recordable form will be prepared by the DDA and signed by the applicant and an administrator with the City.
4. Any required permit should be obtained by the applicant, then the project may then begin!

Items Considered in Selection Process:

1. **Quality of Design:** Does the proposed façade improvement meet the adopted design guidelines?
2. **Specifications, Cost Analysis:** Are the specifications complete and does the impact correlate well with the cost involved? Is there value in the project as proposed?
3. **Overall Project Impact:** Is the project beneficial to the downtown development district? Is the location of the improvement a benefit to the immediate area? Priority may be given to projects located in the traditional downtown district.
4. **Danish Theme:** Are there unique opportunities to apply Danish treatments to the project without creating irreparable harm to the original architectural character of the building?
5. **Timetable for the Project:** Does the timetable provided by the applicant appear feasible and reasonable? Is the timetable unduly ambitious?
6. **Economic Impact:** Does the proposed project demonstrate positive economic influence on the District and will it create new jobs or increase property values in the immediate area influenced by the project?

Application Form

Business Name: _____

Contact Person: _____

Mailing Address: _____

Building Address: _____

Phone: _____ **Cell:** _____

Building Owner: _____

Owner Address: _____

Owner phone: _____ **Cell:** _____

Projected Cost: _____

Please provide cost breakdowns by major categories such as architectural fees, engineering fees, signs, awnings, painting, structural repair, carpentry, electrical, etc as an attachment to this application.

Proposed Project Start Date: _____

Estimated Completion Date: _____

How will the project be financed? If a private financial institution will be involved, please specify which bank or credit union and identify the loan office and telephone number:

The project will involve the building's:

façade _____ **exterior side** _____ **exterior rear wall** _____

Will the project involve a new sign? _____

Is design assistance requested: _____

Please attach one photograph of the existing façade(s).

The undersigned applicant affirms that:

The information submitted herein is true and accurate to the best of my (our) knowledge.

I (we) have read and understand the conditions of the Greenville DDA Façade Improvement Program and agree to abide by its conditions and guidelines.

I (we) understand that if this application is approved any changes, alterations or modifications to the approved project must be authorized in writing by the DDA. If unauthorized changes are made, I (we) understand that the DDA may withdraw its funding commitment.

I (we) understand that if this project is not completed within the timetable approved, the DDA can withdraw its funding commitment. I (we) understand that I (we) can reapply; however, the application will be subject to funding availability at the time of reapplication.

Signature of Applicants:

_____ **Date:** _____

_____ **Date:** _____

OFFICE USE ONLY

Date application received: _____ **Date Reviewed by DDA:** _____

DDA action taken: _____

Date Façade Loan Agreement sent: _____

DDA Notes _____

Project Start Date: _____ **Final Inspection Date:** _____

Amount Approved: \$ _____ **Date final payment approved:** _____

Façade Loan Agreement:

This agreement is entered into on the _____ day of _____, _____ between the Greenville Downtown Development Authority (GDDA) and _____(borrower), whose address is: _____, Michigan.

The GDDA, by resolution adopted on _____, _____ has approved a façade improvement loan recommendation to borrower subject to execution of this agreement.

Borrower desires to accept the loan and to abide by the terms of this agreement.

GDDA has approved a loan recommendation in the amount of \$ _____ or _____(%) of project cost, whichever is less for façade improvements at _____, Greenville, Michigan.

The parties agree as follows:

1. Borrower reaffirms that all information provided to GDDA is correct and accurate.
2. Borrower has read and agrees to abide by the provisions and requirements of the Greenville Downtown Development Authority Building Improvement Program adopted by the GDDA.
3. All work performed by the borrower will be consistent with the approval by the GDDA. If borrower desires to make any changes in the project, Borrower will obtain written approval from the GDDA before implementing such changes. Borrower understands that GDDA is not required to approve any changes.
4. Borrower agrees to complete the improvements within one year from the date of this agreement; and understands that failure to complete improvements within such time period will result foreclosure of the loan. Extension of the loan may be requested by the borrower and approved at the discretion of the GDDA.
5. During the period of construction, Borrower or its contractor agrees to keep in full force and effect a policy of commercial liability insurance in an amount of not less than one million dollars (\$1,000,000) and to name the City of Greenville and the GDDA as additional insured on such policy.
6. Borrower agrees to indemnify and hold harmless the City of Greenville and the GDDA from any and all claims arising out of the work performed.

7. Borrower will notify GDDA immediately in Borrower's interest in the subject property changes in any way. This agreement is not assignable by Borrower without prior written approval of GDDA, which will not be unreasonably withheld.

8. In further consideration of the loan, Borrower hereby agrees that finished improvements will not be altered from approved plan without the written approval of the GDDA, which approval will not be unreasonably withheld. The real property to which this façade easement attaches is described as follows:

9. Borrower hereby grants to GDDA the right to use pictures renderings or descriptions of the work for any and all promotional purposes desired by GDDA.

10. Installment payments of principal (no interest!) will be paid monthly to the DDA with a maximum term of five (5) years.

11. All closing costs and recording fees will be the responsibility of the borrower.

12. Each applicant is limited to no more than one application each year, with priority annually given to new applicants.

In witness whereof, the parties have signed this agreement on the day and year first above written.

In the Presence of _____
Greenville Downtown Development Authority

By: _____

Its: Board Chair

Borrower: _____

By: _____

Its: _____

Appendix A

Secretary of the Interior's Standards for Rehabilitation:

The rehabilitation information and recommendations in these guidelines are consistent with the following ten standards adopted by the Secretary of Interior, through the National Park Service to guide preservation projects nationwide. The standards pertain to historic buildings of all materials, construction types, and sizes, and they are concerned with both the exteriors and the interiors of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent or related new construction. As written, the Standards are principally used when the National Park Services evaluates projects using the **20% Historic Rehabilitation Tax Credit**, but are useful for anyone interested in preserving a building's character during rehabilitation.

The Secretary of the Interior's Standards are based on a two-part rehabilitation philosophy:

1. retention of original or historic materials to the greatest extent possible; and
2. avoiding the creation of false "historic" appearance.

To achieve these two goals, the National Park Service and most state and local preservation agencies and organizations discourage removal of existing historic building elements. If such elements are very deteriorated, they may be replaced, preferably with salvaged historic architectural elements from other buildings. Historic building interiors are considered as important as exteriors and as worthy of sensitive treatment. The basis of this preservation philosophy is that preservation has both real and intangible benefits, primarily the increased economic value and the higher quality of life that comes with careful preservation of historic structures and their original character and materials.

The Secretary of the Interior's Standards for Rehabilitation are as follows:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features of architectural elements from other buildings, shall not be undertaken.
3. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

4. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
5. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.
6. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
7. Significant archaeological alterations or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.
8. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

THAT'S IT! (whew!)

What does this mean in practical terms?

In general, it means retaining sound older building materials, ornamentation and details; and avoiding changes that cause removal or alteration of such elements.

When such historic features are deteriorated, it means replacing them with new ones as close to the originals as possible – preferably in the same materials.

It means making changes in a sensitive way – constructing additions that do not overwhelm the original building and that are clearly secondary to it; avoiding gratuitous removal of trim and details, especially during roofing or siding projects.

Resist the temptation to “early up” a building by applying false historic details or giving it a character that it never had.

In cleaning historic masonry, the goal should be to find an effective cleaning method that uses the least amount of water, detergent, or chemicals that will get the job done.

The Standards also recognize that buildings need modern plumbing, heating, wiring, and air conditioning. Such work is entirely acceptable, but it should be done in a way that is unobtrusive and does not cause loss of important historic building materials.