

Curb Appeal Improvement Grant Program

Matching grants for improvements made to the exterior of commercial buildings, up to 50% (1:1) of total cost (\$25,000 cap; \$2,500 maximum grant for “signage only”)

Allowable Improvements

- Masonry cleaning, removal of fire escapes & old signs, cornice restoration, signage upgrades, removal of secondary siding, landscape improvements, exterior painting, parking lot renovations, canopies & window awnings, architectural & engineering costs, gutter & downspout repairs, exterior façade renovations, roof improvements, interior upfits (maximum 50% of total property improvements cost allowable for interior)

Submission & Approval Process

- Administer through East Market Street Development Corporation (EMSDC)
- Application to include cost estimates for improvements, current property valuation, property owner waiver allowing improvements by tenant (if not owner-occupied)
- EMSDC-screened applications submitted to the City for final approval
- Approved grants must be funded within 180 days of stated approval date.

Eligibility

- Existing, non-residential structures only
- Applicant must own the property (verifiable) or have written consent of property owner allowing improvements
- Property is eligible for maximum lifetime grant funding of \$25,000 (7-year lifetime per owner)
- Final improvements must meet and/or pass all City code and inspection standards

Logistics

- Market program to property owners and business owners in targeted areas (or prioritize areas within east Greensboro)
- Formulate application review committee
- Collateral materials for marketing
- Annual reporting to city council re: activity/impact (# of grants, total \$ amount of new investment)
- EMSDC to formulate application document with input from the City