



Downtown Marietta Development Authority 50/50 Matching Awning & Signage Grant Application

Purpose:

The Downtown Marietta Development Authority (DMDA) seeks to encourage further economic development in downtown Marietta by incentivizing current and prospective business owners to install *professionally designed* and installed awnings and signage that will enhance the historic downtown character.

Funding:

For the year ending December 31st, the DMDA has allocated funds for a 50/50 Matching Grant available to business owners located within the DMDA District. Once said funds are exhausted or the program year ends, whichever occurs first, the 50/50 Matching Grant shall expire. The DMDA may review the success and demand of the grant to determine if the DMDA will reinstate a similar grant for future fiscal years.

Eligibility:

Business owners with a valid City of Marietta business license for a business located within the DMDA district are eligible to participate in the 50/50 Matching Grant. Verification of location within the DMDA district can be determined by the attached map. Current City of Marietta Business License holders who occupy real estate which is subject to DMDA tax and is current on payment of the ad valorem tax to the DMDA pursuant to the DMDA levy is eligible for the grant. Non tax paying entities and their tenants are not eligible.

The grant is to be utilized for reimbursement of half of the cost (maximum amount of \$2,000) for the installation of awnings and signage attached to the store front. Free standing signs will be considered on a case-by-case basis. All awnings and signage must receive proper approval from the City of Marietta's Planning and Zoning Division per the City Code Section 714, the City of Marietta's Historic Board of Review (where applicable) and final permitting through the Public Works Department.

Evaluation Criteria:

Limited funds are available for this program and applicant award of the grant will be a competitive process. Final approval is at the discretion of the DMDA Board. Applicants will be evaluated based on the degree to which the project will improve the overall appearance of the building's façade through the following measures:

- Conformity to the Secretary of Interior's Standards for Historic Rehabilitation along with the City's Historic Board of Review's adopted guidelines.
- Use of an acceptable design professional to create an overall visually appealing façade while preserving the character of the historic downtown

How to Apply for the 50/50 Matching Grant:

- Discuss the project with Economic Development Project Manager liaison for the DMDA Division at (770) 794-5716 and fill out the attached application. This will provide you with details of the permitting and grant application process. Work may NOT begin prior to Staff review of the proposed project;
- Contact the City's Planning and Zoning Division to apply for proper permit(s);
- Determine if your location is within the Downtown Marietta Historic District; if so, your application will require review by the Historic Board of Review (HBR) prior to permitting. This will be coordinated by the Planning and Zoning Division (770) 794-5669;
 - When determining materials and design of your awning/sign, please review the HBR's adopted design guidelines which are available upon request at the Planning and Zoning Division or via the City's website at www.mariettaga.gov/committees/historicboard/designguidelines.aspx
- Upon approval from HBR (if necessary) and receipt of awning/signage permit, the Economic Development Project Manager will notify you of the next eligible DMDA meeting date for review and consideration of approval for your grant request.
- You will need to plan to attend the DMDA meeting to present your awning/signage design, permit, and state amount of funds you are requesting from the DMDA.
- If the DMDA approves your grant request, the awnings and signage may then be installed.

How to Receive Reimbursement:

After completion of the installation of approved awnings/signage, please submit to the Economic Development Office copies of paid invoices, proof of payment, and photographs of installed improvements. All documentation must be submitted within thirty (30) days of completion or by December 31st, whichever is first. All reimbursements will be issued directly to the business owner. Payment will not be made to vendors or contractors.

*Incomplete, illegible, or non-conforming applications will not be considered.
Final approval is at the discretion of the DMDA.*



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50/50 Matching Awning & Signage Grant Application

Please submit this application and applicable documentation to:

Rachel Langelotti, Economic Development Project Manager
205 Lawrence Street, Marietta, GA 30060 770-794-5716 rlangelotti@mariettaga.gov

Applicant Name: _____

Property Address: _____

Phone # _____

Email Address: _____

Brief Description of Project: _____

Total Project Cost: \$ _____ Requested 50/50 Match: \$ _____

Please attach the following:

- Copy of Certificate of Approval from Historic Board of Review (if applicable)
- Copy of Awning/Sign Permit
- Copy of Proposed Design and Estimated Cost for Awning/Signage
- Photo of Façade of Building (before installation)

To be completed by DMDA:

Date Received: _____ **DMDA meeting Date to be reviewed:** _____

Action of Downtown Marietta Development Authority: **APPROVED** **DENIED**

DMDA Chairman: _____

Grant Amount Awarded: \$ _____

For reimbursement after installation of awnings/signage, please submit the following to the above referenced office:

- Proof of payment (copies of paid invoices and receipts)
- Photograph of Façade of Building with improvement installed

Reimbursement documentation is due within thirty (30) days upon installation of awnings/signage or by December 31st, whichever is first. All reimbursements will be issued directly to the applicant.