



## **Business Façade Improvement Grant Program**

### **Application Rating Criteria & Guidelines**

The award of grant funding through the Business Façade Improvement Grant Program is a discretionary decision of the Selah Downtown Association (SDA) board of directors, upon the recommendation of members of the SDA Design Committee. The decision to award grant funding is based on the merits of the proposed project as described in the submitted application package and based on the criteria below. While it is not necessary for a project to meet all stated criteria, the grant program may be competitive based on the number of applications received for high quality projects.

#### Criteria for Grant Consideration

1. Location: The building or business must be located along the "First Street Corridor," between Southern Avenue and Fremont Avenue, extending west to 3rd Street and east to Jim Clements Way/S. Wenas Avenue. (Reference attached grant program area map.)
2. Visibility: Proposed façade improvements must be visible from the public street or right-of-way.
3. Aesthetic Appeal: High quality projects will incorporate aesthetically pleasing design elements that are unique and interesting and meld well with surrounding buildings and the overall street design. SDA will also consider special criteria related to the following design elements:
  - a. Color Scheme: Selected paint colors and other design elements associated with the project's overall color scheme should be appropriate to the architectural style, setting and location of the building or business. Color selection should complement the building, streetscape and historic downtown area.
  - b. Windows: When replacing windows, use of high quality and energy-efficient windows is strongly encouraged.
  - c. Awnings: Awnings should complement the color scheme of the building or business, and should be made of high quality material. Awnings that are of a traditional shape, such as those that are rounded or arched, are preferred. Awnings made of aluminum or plastic are strongly discouraged.
  - d. Signage: Signs should be attractive, of appropriate size and complement the architectural style and color scheme of the building or business. Billboard style

signs are strongly discouraged. The age and historic character of the building should also be considered. The design and lettering used should be appropriate to the building.

4. Safety: Special consideration will be given to applications to improve buildings that present a safety concern, or where there is a need to bring the building up to code compliance.
5. Importance: In evaluating the merit of a proposed project, the committee will consider the overall value, or "importance," of the project and its contribution to the visual appeal and aesthetic design of the historic downtown district.
6. Impact: The committee will consider the impact of a proposed project on the visual appeal and aesthetic design of the historic downtown district. High impact projects are preferred.
7. Financial Need: The committee will consider the overall degree to which grant funding will impact the proposed project. Preference will be given to projects that could not proceed without financial assistance.
8. Historic Character: Special consideration will be given to projects that highlight the historic character of the building or business, and that prioritize historic preservation and/or seek to restore historic elements or features of the building.
9. Readiness: The committee will review the work schedule and design plans submitted by the applicant to determine the merit of the project and the likelihood of success. The following criteria will be considered:
  - a. Permits: The committee will review all notices of approval, permits and/or letters of exemptions received by the applicant;
  - b. Qualified Professionals: Preferential consideration will be given to applications that include a list of qualified professionals who will oversee and be involved in the project. The committee is specifically interested in the applicant's intent to use qualified professionals or contractors with previous experience completing similar projects.
  - c. Codes & Ordinances: Applications must show that the applicant has a plan in place to ensure compliance with any applicable codes and ordinances related to construction, building codes and proposed use(s).
10. Work Plan: The committee will hold in high regard applications that include a project schedule that is realistic, viable and expedient. The completed application should include a schedule for project completion within 180 days from the date of acceptance of the grant award.