



**HAVERFORD TOWNSHIP BUSINESS REVITALIZATION AND MODERNIZATION  
MATCHING GRANT PROGRAM  
AN AMERICAN RESCUE PLAN-FUNDED PROGRAM  
APPLICATION COVER SHEET**

Name of applicant: \_\_\_\_\_  
Standing of applicant: Business \_\_\_\_\_ Property owner \_\_\_\_\_  
Name of business: \_\_\_\_\_  
Address of property: \_\_\_\_\_

Applicant Contact information:  
Mailing address: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Website (if applicable) \_\_\_\_\_

Property Owner Contact Information:  
Name: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Telephone: \_\_\_\_\_

General Description of Project:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount of grant requested: \_\_\_\_\_ Total est. project cost \_\_\_\_\_

I (we) certify that the information provided here is correct to the best of our knowledge.

Business Applicant	<b>IF CHANGES MADE TO PHYSICAL PROPERTY</b> Approval by Property Owner:
_____	_____

Print name: _____	Print name: _____
Date: _____	Date: _____

Required attachments:

- a. If project involves façade improvements: include photograph of the entire, existing façade and neighboring buildings on each side
- b. If project involves construction of any type: include a professional drawing or detailed sketch, with notes describing construction improvements to be made
- c. If project involves signage replacement: include dimensions and review sign regulations in Appendix B
- d. If applicant does not own the property: include Agent's Affidavit signed by property owner with contact information (phone, email and address)
- e. Two contract/purchase estimates for the proposed project
- f. Profit & Loss statement for 12 month period prior to date of application
- g. Narrative regarding applicant's intended use of funds taking into consideration the criteria under the heading Scoring Considerations in Exhibit A contained of this application

**PLEASE SUBMIT COMPLETED APPLICATION TO:  
DISCOVER HAVERFORD  
412 DARBY ROAD  
HAVERTOWN, PA 19083**



**HOLD HARMLESS AGREEMENT  
AND  
OWNER AUTHORIZATION FOR TENANT TO CARRY OUT BUSINESS REVITALIZATION AND/OR  
MODERNIZATION PROJECT**

I, hereby authorize \_\_\_\_\_

to carry out improvements as specified in the accompanying Business Revitalization & Modernization Matching Grant Application, on my property located at \_\_\_\_\_ which is within Haverford Township.

I also agree to hold harmless Haverford Township and Discover Haverford (HPED) in the event of property damage or physical injury as a result of working on the aforementioned project.

\_\_\_\_\_  
Property owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed name of owner

\_\_\_\_\_  
Public Notary

Please return to:  
DISCOVER HAVERFORD  
412 DARBY ROAD  
HAVERTOWN, PA 19083

## **EXHIBIT A**

### **Haverford Township Business Revitalization and Modernization Matching Grant Program American Rescue Plan Act Funded**

#### **Program Summary**

Haverford Township is pleased to introduce the Business Revitalization and Modernization Matching Grant Program. This competitive matching grant program offers awards of between \$10,000 - \$25,000 to businesses or commercial property owners to promote economic growth and development in Haverford Township. A total of \$200,000 in funding is available.

During the COVID-19 pandemic, many businesses were forced to make difficult decisions that significantly impacted their bottom line and future development. This matching grant may cover expenses related to renovating interior business and dining areas, improving exterior façade and outdoor seating spaces, purchasing and/or installing energy-efficient equipment, or implementing technology upgrades to enhance online purchasing and customer engagement. By supporting these improvements, the Township aims to help local businesses attract more customers, increase revenue, and remain competitive.

Through this program, businesses will be expected to make a full and complete initial capital investment in their project, seventy-five percent (75%) of which will ultimately be reimbursed by the Township if approved. The business or commercial property owner is expected to pay twenty-five percent (25%) of the costs associated with the project. Grants awarded will be a minimum of \$10,000 and a maximum of \$25,000. The total cost of the project must be at least \$13,333 to receive the minimum \$10,000 from the Township; likewise, the application will need to spend at least \$33,333 to receive the full \$25,000 reimbursement by the Township.

Funds for this program are provided to Haverford Township by the federal government through the American Rescue Plan Act to support economic development in Haverford Township. The program administrator on behalf of the Township of Haverford is the nonprofit organization, Discover Haverford.

#### **Eligibility**

- Applicant must be a for-profit business headquartered in Haverford Township and operational as of January 1, 2023 with gross receipts as reported on its most recently filed Haverford Township Business Privilege/Mercantile return of no less than \$25,000 and no more than \$2,000,000

- If applying for grant funds to make modifications to a property not owned by the applicant, written permission from the property owner is required
- Applicant business must have a current Haverford Township business license and be current on any business privilege, mercantile, local services, township property tax, sewer and/or trash fees, if applicable, through the date of application
- Lack of business tax and local service tax compliance will delay and/or remove the application from consideration entirely. Please contact the Township's appointed collector, TriState Financial Group at 610-270-9520 BEFORE submitting your application to verify tax compliance
- Project must be consistent with all applicable municipal ordinances
- Contractors must be properly licensed in Haverford Township, if applicable

### **Application Process**

Applications will be accepted beginning January 15, 2024 through February 16, 2024 at 4:00 p.m. Completed applications can be submitted via email to the attention of Jeanne Angell at Discover Haverford at [jangell@hped.org](mailto:jangell@hped.org) or mailed to the Discover Haverford office at 412 Darby Road, Havertown, PA 19083 (Please note: we cannot be held accountable for lost/delayed mail if using the U.S. Postal Service. The application must be received by February 16, 2024 at 4:00p.m.). Only completed applications will be considered. If the applicant needs to submit the application in person, please contact Jeanne Angell at 610-945-5822 to set up a time to drop it off.

A completed application shall include the following items:

1. Completed application cover sheet
2. Completed grant application providing detailed information about the intended use of the funds and how the grant monies will be utilized to grow and/or promote both the business enterprise as well as the general economic development of Haverford Township. The application should include "before" photos if the project includes physical improvements or alterations to the business. Applicants will be scored using a rubric developed by the Grants Committee and utilizing the Scoring Considerations described below.
3. Applicant's last completed 12-month operating Profit & Loss statement in prior 12-month period prior to application.

Award recommendations will be presented to the Board of Commissioners for consideration at its March 11, 2024 meeting.

Discover Haverford, in coordination with the Township, will issue an official Award Letter to successful applicants. **Project work can begin only after receipt of the Award Letter.**

## **Grants Committee**

A Grants Committee will be established to review the project proposal(s) and recommend grant awards. The Grants Committee will be composed of seven (7) members. This committee will develop a scoring rubric to score applications based on the Scoring Considerations outlined in the section below. The Grants Committee will include the scoring rubric with the grant application materials. Committee members will be required to abstain from scoring an application if a conflict of interest is identified. A conflict of interest exists when a committee member is unable to make an unbiased decision regarding the application because of their relationship to the applicant and/or business entity.

In the event of an abstention, the applicant's score will be based on the average of the other submitted scores. The Grants Committee shall consider the program's intent to produce a list of recommended awardees which will be presented to the Board of Commissioners for approval.

The Grants Committee will include:

- Two representatives from Discover Haverford
- One representative from Haverford Township Finance Department
- One representative from Haverford Township Department of Codes Enforcement
- One representative from the Township Commissioners' Economic Development Committee
- One representative from Pennsylvania Restaurant & Lodging Association
- One representative from Visit Delco

## **Incomplete/Ineligible Submissions**

If an application for this program is deemed to be ineligible or incomplete, Discover Haverford shall notify the applicant within five (5) business days of submission of any issues pertaining to the application that renders it ineligible or incomplete. The applicant will have until the stated deadline of February 16, 2024 at 4:00 p.m. to remedy any items and re-submit a revised application.

## **Reimbursement Process & Reporting Requirements**

The approved matching grant will be paid directly by Haverford Township upon certification by Discover Haverford of successful completion of the project in accordance with the approved project plan. **Projects must be completed and reimbursement requests must be submitted within six (6) months of the Award Letter.**

Applicant must submit the following to Discover Haverford to qualify for reimbursement:

1. Photographic or other visual evidence of the completed project
2. One page explanation of how the funds were used and how they have or will support the business and the economic vitality of Haverford Township.
3. Copies of final invoices signed and marked paid
4. Proof of payment in the form of cancelled checks or credit card statements. Cash payments for work or materials are not acceptable.
5. Written explanation of any material differences between the final project costs and the proposed plan and estimates.

If an extension is needed, a written request must be submitted to the Grants Committee prior to the six-month deadline. Please note that extensions will be granted sparingly and only in exceptional circumstances.

Reimbursement awards will be paid within 30 days of submitted request with all the required documentation listed above.

Failure to submit all required documentation within six (6) months (or by the approved extension deadline) may result in the grant offer being rescinded.

The Township reserves the right to immediately terminate a grant when necessary, such as in instances of potential fraud or other criminal activity.

A grant may also be terminated, partially or totally, by the recipient. If the recipient decides it cannot achieve the outcomes proposed, the recipient may advise the Township in writing and return any unused funds within thirty (30) days of termination.

### **Scoring Considerations**

These considerations serve as general guidance for the Grants Committee in developing a scoring rubric from which the applicants will be objectively scored. (Please note that applicants do not need to meet all criteria to successfully secure a grant.) **The Grants Committee will publish the official scoring rubric as soon as it is finalized.**

#### **Considerations:**

- Does the applicant demonstrate a financial need? To what extent did the COVID-19 pandemic harm their business?
- To what extent will the proposed project help their business recover from the pandemic and/or innovatively respond to a new business need created by the pandemic?

- How impactful will this project be for the business, business district and/or the community?
- Does the applicant clearly define the intended use of grant funds?
- Does the applicant's project appear to be a creative or effective way to grow and promote its business, product, or service line?
- From an operational standpoint, does the applicant convey that it is ready and capable of executing its plan for use of funds?
- From applicant's financial information, does the business appear to be financially viable in the long-term?
- Does the applicant's business, product line, or service add to the variety of business or service offerings in the Township?
- Will the applicant's project help attract visitors to Haverford Township?
- Does the applicant's project add to the service provided to its customers?
- Is the applicant's narrative a well-written and effective communication piece?

### **Additional Notes**

For more information or assistance, please contact Discover Haverford's Executive Director, Jeanne Angell, at (610) 945-5822 or via email at [jangell@hped.org](mailto:jangell@hped.org).

If you have any questions regarding the business tax, local services tax license or status of business tax/local services tax filings, please contact Tri-State Financial Group at 610-270-9520.





## EXHIBIT B

# **SIGN REGULATIONS AT A GLANCE**

*This guide is a summary of [Chapter 182: Zoning, § 182-701: Sign regulations](#).  
Additional regulations may be applicable as this guide is not intended to be comprehensive.  
Please refer to the [Zoning Map](#) to find the applicable Zoning District.*

### **Residential and Institutional Districts (R1 through R9 & INS)**

Residential use signs (Professional office, home occupation, or accessory use to a dwelling)

Maximum size: 108 square inches per street frontage

- A wall sign, projecting sign, or freestanding sign (with the bottom no higher than 4')

Schools, churches, recreational uses, nursing homes/assisted living, etc.

Maximum size: 15 square feet

1 square foot of signage allowed for every 5' of building width,

- Wall signs 20% of the signable area or 10% of the first-floor façade
- Freestanding sign less than four feet in height from the finished grade
- Illuminated by direct or indirect white light only between the hours of dusk and midnight.

### **Office, Light Industrial & Limited Commercial Districts (O1, O2, OL, LIN & C1)**

Multiple uses within a single building, or an office building with a floor area less than 2,500 square feet

Maximum size: 15 square foot wall sign

- Only one sign per street

Apartments with 10+ units, or an office building with a floor area over 2,500 square feet.

Maximum size: 15 square feet

- 1 square foot per 5' of building width
- Wall sign- 30% of the signable area or 10% of the first-floor façade
- Freestanding sign, with bottom higher than 4' feet in height from grade.
- Window signs

Office Park, campus or similar labeling of multiple structures: 24 square feet maximum

- Freestanding sign: (with no freestanding sign identifying individual uses)
- Only one per street frontage.
- The maximum height from the top of the sign shall be 10 feet from the finished grade.
- Illuminated only between the hours of dusk and midnight, by direct or indirect white light

### **Neighborhood & General Commercial Districts (C2 & C3)**

Maximum total size: 35 square feet per street frontage.

- Wall signs: 40% max of the signable area, or 10% of the first-floor area, whichever is less.
- Window sign
- Freestanding signs, the bottom of which is not less than four feet in height from the finished grade, nor exceeding an area equal to twenty-five hundredths (0.25) square feet for every linear foot of street frontage or 25 square feet, whichever is less.
- Illuminated by direct or indirect white light, which may be shown through colored luminescent paneling.

### **Highway & Shopping Center Commercial Districts (C4 & C5)**

The maximum size: 50 square feet per street frontage, per occupant

- Wall signs not exceeding 40% of the signable area or 10% of the first-floor facade area.
- Window signs.
- Freestanding signs not exceeding 0.25 square feet for every linear foot of street frontage or 35 square feet, whichever is less, or a freestanding sign identifying a shopping center under single ownership or management. No individual freestanding signs are permitted if a freestanding sign identifying the shopping center has been constructed.
- Illumination by direct or indirect white light, or through colored luminescent paneling

### **Miscellaneous regulations:**

#### *Freestanding signs*

- Only one freestanding sign per street frontage
- A freestanding sign must be placed at least 10 feet behind the right-of-way line.
- A front yard of at least 50 feet in width is required.
- Off-street parking must be at least 75% of the number of spaces required for the use (see 182-707)
- Freestanding signs have a maximum height of 16 feet.
- Freestanding signs may not block the visibility of intersections or driveways.

#### *Window signs*

- May not exceed 15% of the glass area of the window in which placed.

#### *Wall signs*

- Must be at least 1' from the roof or parapet line, and at least 6" from any architectural element.

#### *Time and temperature signs*

- Only in commercial or industrial districts
- May not exceed 20% of the allowable sign area

### **DEFINITIONS: TYPES OF SIGNS**

**FREESTANDING SIGN (1)** A monument sign as defined or **(2)** A sign which is detached from a building and supported by no more than two poles or other structural supports which are architecturally dissimilar to the design of the sign.

**MONUMENT SIGN** A freestanding sign constructed so that the maximum height from mean grade measured at points 10 feet from the face of the sign to the highest area of the sign face does not exceed four feet.

[NAMEPLATE SIGN](#) A sign indicating only the name and/or profession and address of a person or persons residing on the premises or legally occupying the premises.

[PROJECTING SIGN](#) A sign mounted to a wall or other vertical building surface, other than a wall sign, which projects more than eight inches from the wall or surface to which it is mounted. Included are signs on canopies and marquees.

[ROOF SIGN](#) A sign erected on above or projecting above the eave, roof or parapet of any building.

[WALL SIGN](#) A sign posted on, painted on, suspended from or otherwise affixed to a wall or vertical surface of a building which does not project more than eight inches from the wall or vertical surface to which it is attached.

[WINDOW SIGN](#) A sign attached or affixed to a window or door.

### **DEFINITIONS: SIGN SIZE CALCULATIONS**

[AREA OF A SIGN](#) The face of a sign, including all lettering, wording, designs and symbols, together with background, whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing incidental to the display itself. Where a sign consists of individual letters, numbers, characters or symbols attached to a building wall, window or door, the area of the signs shall be considered that of the smallest rectangle or other regular geometric shape which encompasses all of the letters and symbols. When a double-faced sign is erected in such a manner that both sides are not visible from the same vantage point, then only one face shall be used to compute the sign area. In the case of three- or more-faced signs, only one side shall be excluded from the calculation of the sign area.

[FACADE AREA OF FIRST FLOOR](#) The area of one side of a building or portion of a building from the curb level to the bottom edge of any second-story window or the upper edge of a roof or parapet line.

[SIGNABLE AREA](#) A rectangular continuous area on the facade of a building which is not interrupted by architectural detail or opening such as trim, cornice, doors or windows.

See illustrations below.

# Clarifying sign area measurement

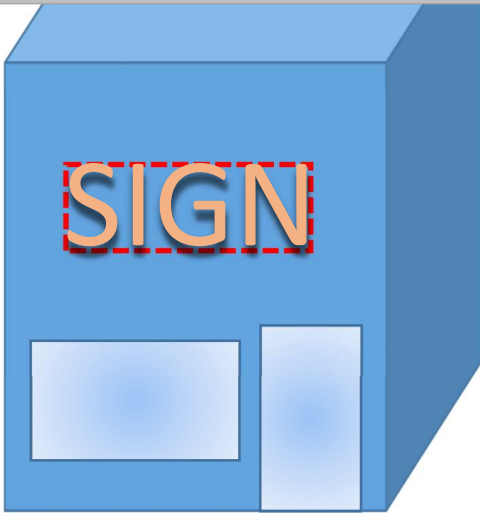


= Sign area

## Wall Signs

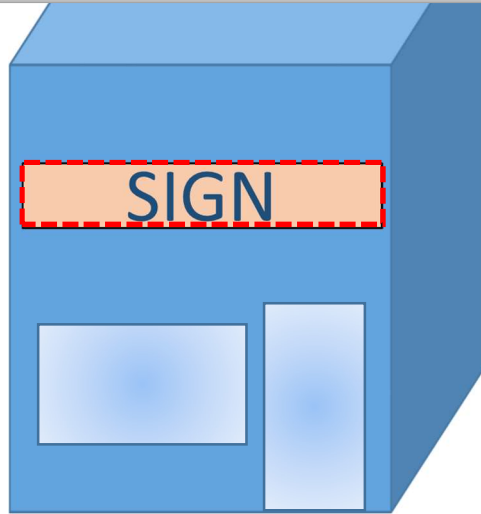
### Channel Letter Sign Area

For individual letter signs, sign area is calculated using the smallest rectangle or circle that will enclose the entire copy.



### Wall Sign Area

For signs on a display board, panel, or other surface attached to the building, the entire panel is included in the sign area calculation.



## Freestanding Signs

### Freestanding Sign Area

The entire panel on the freestanding sign is included in the sign area calculation.

