



## **HAVERFORD TOWNSHIP FAÇADE IMPROVEMENT MATCHING GRANT PROGRAM – PHASE 1**

### **SUMMARY**

The Haverford Township Façade Improvement Matching Grant Program – Phase 1 provides matching grants to businesses, nonprofits or commercial property owners for the purpose of promoting economic recovery and community revitalization through aesthetically improved business properties, visible from our public streets. Through this program, the Township will match an applicant's investment in qualified improvements, dollar-for-dollar up to \$10,000. Funds for this service are provided to the Township by the federal government through the American Rescue Plan Act. The program administrator on behalf of the Township of Haverford is the non-for-profit agency, Discover Haverford (HPED).

### **ELIGIBLE APPLICANTS**

- Owners of commercial property within Haverford Township
- Property owner must be current on all Township real estate tax and sewer rents
- Haverford Township business owner or nonprofit tenant with approval of property owner
- Applicant must have a current Haverford Township business license and be current on filings/payments on all Haverford Township Business Privilege/Mercantile/Local Service tax returns due through the date of application.

### **ELIGIBLE USES**

- Exterior improvements visible from street, with preference for improvements to front facade
- For permanent and semi-permanent fixtures including but not limited to:
  - o masonry/brick pointing
  - o professional cleaning of brick or stone walls
  - o exterior woodwork
  - o removal of siding and exterior false facades
  - o façade lighting
  - o signage (installation or removal)
  - o windows and doors (including upper story and basement)
  - o painting
  - o awnings
  - o architectural metals
  - o railing
  - o dumpster screening
  - o landscaping including shrubbery, perennials, pavers, planters, window boxes, garden furniture or statuary

- o correction of deferred maintenance
- o correction of code violations on front exterior
- o other improvements acceptable to the Grants Committee (See Design Standards below)

#### OTHER ELIGIBILITY REQUIREMENTS

- Project must be consistent with all applicable municipal ordinances.
- Project must include correction of any existing code violations in the exterior frontage of the building.
- Project must include all applicable building and zoning permits, if applicable.
- Contractors must be properly licensed in Haverford Township.
- Preference will be given to projects that:
  - o reflect collaboration between adjacent businesses to coordinate design elements and create greater impact (each business involved should complete an application and is eligible for up to \$10,000 in matching funds).

#### INELIGIBLE USES

- Interior improvements
- Exterior improvements that are not visible to the public
- Roofs
- Sidewalks, driveways or parking lot repairs
- Grants for less than \$1,000
- Costs of obtaining building, zoning or signage permits (although these costs can be used as owner match)
- Any and all plastic signage or electronic digital signage
- Work that fails to meet the design standards of the program as determined by the Grant Committee (See Design Standards below)
- New building construction
- Reimbursement for any projects already completed or underway
- Applicant cannot have received a grant under the program during the past 12 months
- Municipally-funded institutions are not eligible.

#### DESIGN STANDARDS

The assumption of the Township and its partner, Discover Haverford, is that quality improvements to business districts have a more positive and lasting economic impact than improvements that are in poor taste or use inferior materials. Therefore, the basic standards of design that apply to this program are that the project must improve the aesthetic appearance or functionality of the building and the improvements should be harmonious with, or elevate, the overall character of the business district.

#### **ENCOURAGED**

##### Architectural Elements:

- Architectural elements, color and materials that are harmonious with the surrounding community.
- Replacement of traditional building elements with the same or better architectural, material and quality craftsmanship.
- Enhancement of building facades by adding a storefront appearance.
- Integration of entrances with the building façade.

- Improvement of the appearance of blank walls with architectural details with simulated arrangement of rhythm and pattern to emulate the buildings' main façade.
- Preservation of any historic details and materials that may exist.

#### Materials and Colors:

- Use of durable materials such as brick and stone.
- Allowing the natural color of materials like brick and stone.
- Use of coordinated and subdued colors.
- Painting of trim, architectural elements and window frames with different yet complementary color.

#### Windows and Doors:

- Windows and doors made out of transparent glass to allow views into and out of the business.
- Removal of boards or other obstacles from upper floor windows.

#### Awnings:

- Awnings made of canvas and waterproof cloth designed to resist fading and tearing.
- Awnings with colors that coordinate with the building and area.
- Awnings that are simple, triangular with valances not to exceed 10 inches.

#### Lighting:

- Downward directed lighting at all building entrances.
- Lighting of signs from above.
- Lighting of display windows that illuminates storefronts at night.

#### Signage: See Exhibit A for *Sign Regulations at a Glance*

- Signage that fits into the storefront design, site context and building architecture.
- Use of high-quality materials, such as wood, manufactured wood products, or metal.
- Signs with dimension, using raised or carved letters, a frame around the outside, or individual dimensional letters mounted onto the façade.
- Illumination using halo lights behind each letter, if individual letters are used.

#### Landscaping:

- Coordination of landscaping elements with building façade, design and signage.
- Screens or fences that are integrated into overall building design, material and colors.

#### **DISCOURAGED**

- Blank walls.
- Use of extremely bright colors.
- Covering of brick or stone with vinyl, aluminum or wood siding.
- Reducing window size.
- Replacing windows with wall surface, wood, metal or other materials.
- Awnings made of rigid materials.
- Awnings that are shiny, glittering, with glaring colors or are backlit.
- Awnings that conceal building features like pilasters and transom windows.
- Using a continuous awning across two buildings to join them as one business.

- Signs that overwhelm the building, are mounted on top of building, are internally-illuminated or are backlit plastic.
- Lights directed toward street, sidewalk or adjacent properties.

### APPLICATION PROCESS

1. Applicant arranges a pre-application meeting with the program's outreach representative from Discover Haverford (HPED). (See contact information below)
2. Optional: If applicant wishes, Discover Haverford (HPED) may be able to provide some conceptual assistance at no cost to the applicant.
3. Applicant completes and submits the official grant application form (see below) with the following attachments to Discover Haverford by e-mailing Jeanne Angell at [jangell@hped.org](mailto:jangell@hped.org). (If applicant needs to submit in person, please contact Jeanne at 610-945-5822 to set up a time to drop it off).
  - a. photograph of the entire, existing façade
  - b. photograph showing existing façade plus the neighboring buildings on each side
  - c. project illustration – professional drawing, detailed sketch or notated photo
  - d. if change of structure's footprint or size of signage are part of the project, dimensions must be included. (Please see Exhibit "A" regarding site plan and/or signage.)
  - e. signed Agent's Affidavit from the property owner with contact information (phone, email and address) if applicant does not own the property
  - f. two contract estimates for the proposed project
4. The Grants Committee will review the project proposal and either approve, reject or provide feedback to modify the project.
5. Discover Haverford (HPED), in coordination with the Township, will issue an official Award Letter.
6. Project work can begin only after receipt of the Award Letter.
7. Grants will be awarded in rounds. The first round will open March 1, 2022 and be closed upon either receipt of ten grant applications or Friday, April 29, 2022 at 4:00 P.M., whichever comes first. Subsequent rounds will follow.

### APPEAL PROCESS

If the Grants Committee deems an application for this program to be ineligible or incomplete and rejects the application, any applicant deemed ineligible shall have the right to appeal said decision. An applicant will have 30 days to appeal the decision with a written appeal to the Board of Commissioners. All appeals shall follow the provisions of 2 Pa.C.S.A. Chapter 5. Subchapter B (relating to practice and procedure of local agencies), and 2 Pa.C.S.A. Chapter 7. Subchapter B (relating to judicial review of local agency action), also known as the "Local Agency Law."

### GRANTS COMMITTEE

The Grants Committee will be composed of seven members. They will include:

- Two members of Township Administrative staff
- Two members of Discover Haverford (HPED)
- One representative of the Haverford Township Historic Commission
- One professional in exterior and/or design improvements
- One representative from the Zoning Hearing Board

## REIMBURSEMENT PROCESS

The approved matching grant will be paid directly by Haverford Township upon certification by Discover Haverford (HPED) of successful completion of the project in accordance with the approved project plan. Projects must be completed and reimbursement requests submitted within nine months of the Award Letter. If an extension is needed, a written request must be submitted to the Grants Committee.

Applicant must submit the following to qualify for reimbursement:

1. Photograph of the entire façade upon completion of project
2. Copies of final invoices signed and marked paid
3. Proof of payment in the form of cancelled checks or credit card statements. Cash payments for work or materials are not acceptable.
4. Written explanation of any material differences between the final project costs and the proposed plan and estimates

**For more information, please contact the Program Administrator, Discover Haverford (HPED) and specifically, Jeanne Angell, Executive Director at 610-945-5822 or via e-mail at [jangell@hped.org](mailto:jangell@hped.org)**

Note: Most of the design guidelines are drawn from parts of two program models: City of Minneapolis Great Street Façade Design Guide and City of Oak Park, Michigan Façade Improvement Program Design Standards and Guidelines. The application and reimbursement processes are modeled largely after the Ardmore Initiative's Façade Improvement Grant Program.



**HAVERFORD TOWNSHIP FAÇADE IMPROVEMENT MATCHING GRANT PROGRAM  
AN AMERICAN RESCUE PLAN-FUNDED PROGRAM  
APPLICATION FORM**

Name of applicant: \_\_\_\_\_  
Standing of applicant: Business or Non-profit owner \_\_\_\_\_ 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: \_\_\_\_\_

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 or Not for Profit Applicant

Approval by Property Owner:

\_\_\_\_\_

\_\_\_\_\_

Print name: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Required attachments:

- a. Photograph of the entire, existing façade
- b. Photograph showing existing façade plus the neighboring buildings on each side
- c. Project illustration - professional drawing, detailed sketch or printed photograph with notes
- d. Dimensions, if size of signage is to change
- e. Agent's Affidavit signed by property owner with contact information (phone, email and address) if applicant does not own the property
- f. Two contract estimates for the proposed project

**Please submit completed application to Discover Haverford by e-mailing Jeanne Angell at [jangell@hped.org](mailto:jangell@hped.org). If applicant needs to submit the application in person, please contact Jeanne at 610-945-5822 to set up a time to drop it off.**



**HOLD HARMLESS AGREEMENT  
AND  
OWNER AUTHORIZATION FOR TENANT TO CARRY OUT FAÇADE IMPROVEMENT  
AND/OR REHABILITATION PROJECT**

I, hereby authorize \_\_\_\_\_  
to carry out improvements as specified in the accompanying Façade Improvement 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

# **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.

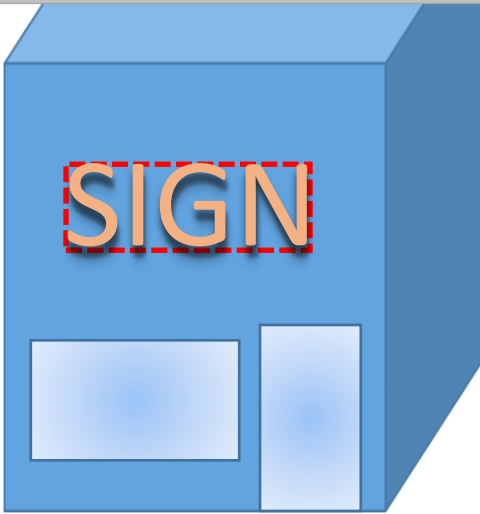
# Clarifying sign area measurement

 = Sign area

## Wall Signs

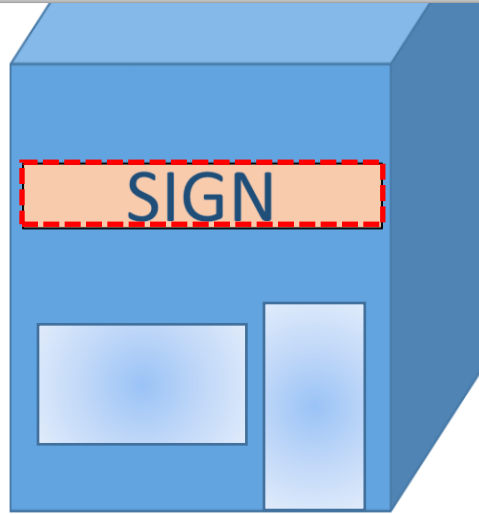
### Channel Letter Sign Area

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.

