



# Victor Commercial Building Façade Improvement Program

## Invitation to Participate

April 2011

Dear Property/Business Owner:

The residents and business owners of the Town and Village of Victor recognize the importance of a vital, attractive business district. We all benefit when the properties are attractive and well maintained.

Since its inception in 2006 the Façade Improvement Program has funded 21 projects in the business district with the owners providing a 50% match. We are pleased to inform you that the Façade Improvement Program is back for 2011, offering grant funding for commercial property owners in the business district. The Program is administered by the Façade Improvement Committee with funding provided through the Local Development Corporation and the Urban Renewal Agency.

The Committee will evaluate proposals from commercial property owners within the Village of Victor for façade improvement projects. There is a designated target area for funding and if you have received this letter, your property is within the targeted area. The Committee will award matching grants of up to \$1,500 for commercial façade projects. Façade improvements may include door or window replacements, painting, signage or other improvements to the general exterior appearance of the property. The Committee will prioritize projects based on the degree they meet the façade improvement mission.

A detailed information packet is available on-line at [www.victorldc.org](http://www.victorldc.org) or in hard copy form at the Village Hall. For additional information contact Kathy Rayburn, Executive Director, Victor Local Development Corporation at 742-6320 or by Cell 259-5059 for further information. **The deadline for all application submissions is May 27, 2011. Drop them off at Village Hall or mail to Victor LDC at 5 West Main Street, Victor NY 14564.**

This is a great opportunity to improve the appearance of your property façade and add to the beauty and charm of our Village. We encourage you to pick up an application and apply for this program.

**Victor Façade Improvement Committee:**

Tim Acquilano  
Carol Commisso  
David Mammano  
Kathy Rayburn  
Jason Shelton

# Commercial Building Façade Improvement Program

**Village of Victor  
Façade Improvement Committee  
60 East Main Street  
Victor, New York  
14564**



## **Members:**

Carol Commisso  
Tim Aquilano  
David Mammano  
Jason Shelton  
Kathy Rayburn

## **Introduction**

Victor is located on major access routes that put it within easy commuting distance to Rochester, and at the gateway to the beautiful Finger Lakes Region. As a result, Victor has experienced major population growth resulting in extensive growth of the Route 96 commercial corridor. This type of growth while encouraged, often poses a threat to small historic business districts. The residents of the Town and Village of Victor have acknowledged that it is important to them to maintain a viable and attractive business district in the historic commercial core of the Village.

Residents of the Town and Village benefit by maintaining a healthy business district. The concentration of residential and commercial properties encourages easy access with more walking and less need for driving. A vital business district in the Village enhances the feeling of identity and connection to historical roots. Our sense of community and identity grows from our Village more than from shopping and strip malls.

In order to improve the appearance and attractiveness of the central business district the Village Board of Trustees has recognized the need for a Façade Improvement Program. The purpose of the program is to encourage property owners and businesses within the central business district to make improvements to their facades. When the individual businesses make improvements, not only do they benefit, but surrounding businesses benefit as well. As the general appearance and environment of the Village improve, the values of all businesses are enhanced. Local residents receive a return of investment through increased diversity of services, more attractive environment, and improved tax base. Commitment to the revitalization and beautification of the Village is a good investment for all.

## **Rationale for the Façade Improvement Program**

Main Street revitalization and the preservation of our historical assets is a priority in the Village of Victor. Through the adoption of a formal revitalization plan, the Mayor, Village Trustees, and all related Board members, are committed to the continued execution and ongoing effort to bring the adopted plan to fruition. The Façade Improvement Committee has been installed as a rational way to move portions of that vision forward with an emphasis on the maintenance and preservation of our heritage and historical character. Through these initial steps, this committee will serve as the liaison between the commercial building owners and the Village Board of Trustees to promote and facilitate façade improvement projects that result in the beautification and enhanced appearance for defined areas in the Village of Victor.

## **Program Mission**

The mission of the Façade Improvement Committee is to support the property maintenance code of New York State.\* The program is designed to define and recognize areas within the Village of Victor in need of façade improvement, to educate commercial property owners as well as business owners about the façade improvement program, to promote its advantages, and to serve as the entity that will secure funding, process applications, and measure results.

To implement the Village of Victor design criteria and promote compliance

To stabilize and improve the aesthetic quality and economic value of structures

To encourage building owners to maintain and enhance their buildings

To foster originality, creativity and uniqueness in design for remodeling projects,  
and to ensure aesthetic compatibility with existing historical structures

To create civic pride and a sense of identity for the Village of Victor

### **NYS Property Maintenance Code—Section 101—**

**Scope**—*The provisions of this code shall apply to all existing residential and nonresidential structures and all existing premises and constitute minimum requirements and standards for premises, structures, equipment and facilities for light, ventilation, space, heating, sanitation, protection from the elements, life safety, safety from fire and other hazards, and for safe and sanitary maintenance; the responsibility of owners, operators and occupants; the occupancy of existing structures and premises.*

**Purpose**—*This code is intended to provide minimum requirements to safeguard public safety, health and general welfare insofar as they are affected by the occupancy and maintenance of structures and premises.*

**2011**

**Village of Victor**

**Commercial Building Façade Improvement Program**

The Village of Victor, Façade Improvement Committee has established a commercial building façade improvement program in an effort to assist building owners, as well as business owners, with enhancing the appearance and improving the condition of structures located in the defined revitalization areas. The program will function as a pathway towards Main Street beautification and will encourage building owners to engage in continued improvements for the greater good of the entire community.

**Commercial Building Façade Improvement Program Criteria**

**Program Funding:**

Funding for program projects will be based on an application process for improvements to commercial buildings in the Village\*. Funding for eligible projects may receive matching reimbursement of up to fifty-percent (50%) of the costs for the improvement, capped at a maximum of \$1,500.00.

**\*Target area: West Main Street (Village line at Hoffend's Liquor) to Church Street Intersection of East Main Street; Adams Street; Maple Avenue to Adams Street; and School Street to Adams Street.**

**Eligible Projects include, but are not limited to:**

- 1 Exterior Painting
- 2 Restoring Exterior Finishes
- 3 Exterior Door Replacement
- 4 Window Replacement
- 5 Signage
- 6 Landscaping

**Program Payment:**

The Local Development Corporation, and Urban Renewal Agency through the Façade Improvement Program will provide funds for the program on a reimbursement basis after receipt of all supporting documentation, and completion of the project.

**Project Selection:**

Projects will be prioritized and selected on the basis of their compatibility with the goals and mission of the Façade Improvement Program, the Village of Victor Revitalization Plan, and the established design criteria of the Village of Victor Planning and Architectural Review Board. Where possible and practical, the Façade Improvement Committee encourages the use of local contractors, professionals, vendors, and suppliers for approved projects.

### **Application Process:**

Interested applicants will need to submit an application to the Façade Improvement Committee for review. The committee will determine if the project is within eligibility guidelines, and then make a decision whether to fund the project. If approved, the committee would make a recommendation to the appropriate funding entity for disbursement. The applicant would then receive a formal letter from the committee that the project has been approved. All projects must be **completed within 180 days** from the date of approval. **Projects that have been completed prior to submitting an application will not be reimbursed.** For rejected projects, the committee would issue a letter articulating the reasons for rejection.

Complete applications packets consist of:

- 1 Completed Façade Improvement Application form and Commitment Letter
- 2 Rendering of the proposed work or architectural drawings
- 3 Color samples and texture of finished materials
- 4 Contractor's proposal
- 5 All appropriate construction plans

# **Village of Victor Commercial Building Façade Improvement Program**



## **Application**

Attached are an application form, and a Commitment Letter that must be completed in order to be considered for a grant from the Façade Improvement Program for the Village of Victor.

In addition to the completed application form, please attach any photos, design renderings, plans, color samples, and contractor proposals or quotes that apply to your project. These are also required in order to be considered for the grant.

Prior to starting work, most projects require approval from the Planning or Architectural Review Board and a permit from the Code Enforcement Office. We suggest you obtain these approvals prior to application to the Façade Improvement Program. Those projects without the required approvals will be instructed on the necessary approval process.

Thank you for your interest in the Façade Improvement Program, and for your efforts to help revitalize the Village of Victor.

# Village of Victor-Main Street Façade Improvement Program Application



Location of Façade Improvement: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Applicant Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Applicant is (Check all that apply):                      Type of Business: \_\_\_\_\_

- Property Owner
- Business Owner
- Other:

Property Owner's Name: \_\_\_\_\_

(If Different From Applicant) **Note: Property owners must co-sign the application if applicant is not the owner.**

**Type of Project:** (Check all that apply):

- Exterior Painting/Siding       Restoring Exterior Finish       Signage
- Exterior Door Replacement       Window Replacement       Awnings
- Other (please specify):

**Brief Description of Project:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Estimated Project Costs: \$** \_\_\_\_\_

**Project start Date** \_\_\_/\_\_\_/\_\_\_      **Project completion Date** \_\_\_/\_\_\_/\_\_\_

Applicant Signature: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

Property Owner Signature: (if Applicable): \_\_\_\_\_

## Village of Victor - Main Street Façade Improvement Program Commitment Letter



By signing this document I acknowledge:

That the Village of Victor Façade Improvement Committee will review my application, and if approved, may commit up to \$1500.00 toward the cost of my façade renovation, not to exceed 50% of the total project cost:

- ◆ That I am solely responsible for obtaining the proper permits, approvals, and variances for my project, and the costs associated with these are not eligible costs;
- ◆ **Projects that have been completed prior to submitting an application will not be reimbursed.**
- ◆ That my personal labor is not a legitimate expense for the purposes of this program;
- ◆ That the Façade Improvement Committee must review and approve any changes or alterations to the project after approval is given, or I risk losing the funds;
- ◆ That I will provide proof of payment before receiving my reimbursement check, and the Façade Improvement Committee will review my completed project to determine that the work performed was the work approved, and to verify the information on the application to be true and correct;
- ◆ That the Committee is not responsible for unsatisfactory work completed, or claims of property damage, or personal injury;
- ◆ That my project will be **completed within 180 days** after my application is approved, and that extensions may be considered;
- ◆ That my proposed improvements be based upon proper design, mutually agreed upon by myself, the Façade Improvement Committee, and other relevant boards;
- ◆ If I do not own the building, I will receive written permission from the Owner to make improvements to the property;
- ◆ That I understand this agreement is not transferable;
- ◆ That the Façade Improvement Committee reserves the right to approve or disapprove each application, and that all improvements will be in conformity with existing local or State building codes.

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Signed

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Dated

# Façade Improvement Checklist

Project Address: \_\_\_\_\_

## Application Forms Required:

- Façade Improvement Application       Commitment Letter
- Certificate of Appropriateness Application

## Items to be included with Application:

- Design Rendering       Color samples & texture of finished materials
  - Contractor's Proposal       Building Construction Plans, if required
- .....

## Additional items required (if approved):

- Planning Board/Architectural Preservation Review Board Approvals
- Zoning Board of Appeals Approval; *If required*
- Urban Renewal Agency Approval; *If in District*

## Consult with Code Enforcement Officer and Obtain Required Applications:

Door Replacement; Window Replacement:

- Commercial Building Application

Deck/Porch:

- Commercial Building Application
- Site Plan Modification Application - Planning Board
- Area Variance Application - Zoning Board of Appeals; *If required*

Sign - New/Replacement:

- Sign Permit Application
- Area Variance Application - Zoning Board of Appeals; *If required*

Awnings - New/Replacement:

- Site Plan Modification Application - Planning Board