Ware Downton Façade Improvement Program

The Façade Improvement Program is intended to assist commercial property owners in the renovation of the exterior of their buildings in order to improve the visual quality of the downtown and to enhance the area as a place to visit, shop and work.

Funding will be available under two options:

- 1. Deferred Payment Loan Option
 - a. This program will contribute up to 100% of the cost of the renovation of a commercial storefront facade
 - b. The maximum award will be \$40,000
 - c. One applicant per façade is allowed
 - d. An architect is only required for major façade work (*example: an architect is not required for brick re-appointing work*)
- 2. Grant Option
 - a. A total of \$50,000 is available under this program, with a maximum of \$10,000 per project
 - b. Grants are available for signs, awnings, windows, doors, and lighting projects
 - c. Multiple businesses are allowed to apply for a single grant (example: multiple businesses in the same building may choose to submit one application for a new sign)

Funded through the federal Community Development Block Grant Program administered by the Pioneer Valley Planning Commission and Ware Department of Planning and Community Development. <u>As this program is being funded with federal money, all projects receiving assistance will be required to follow MGL Chapter 30B for procurement and will require the payment of prevailing wages.</u>

How to apply:

- Property owners interested in applying for a façade loan/grant will first discuss their plans with the
 Community Development Office at the Pioneer Valley Planning Commission and the Ware Director of
 Planning and Community Development, who, along with the Ware Design Review Committee, will guide
 property owners through the application and approval process. This will help applicants and architects (if
 applicable) design an eligible project that meets program requirements.
- Application is made to the Pioneer Valley Planning Commission, which is responsible for administering the
 program. The PVPC reviews recommendations from the Ware Director of Planning and Community
 Development and the Design Review Committee in determining which façade projects best meet the
 project selection criteria. As the program has limited funding, it is likely not all applications can be
 funded.

All projects must be within the Opportunity Zone, formerly known as the slum and blight area, and included in the Slum & Blight Inventory, as approved by the MA Department of Housing and Community Development in 2017. Any commercial businesses outside the target area will not be eligible for this funding. A district map is provided in Appendix A.

Provided in Appendix B are the Town of Ware Main Street Façade Improvement renderings. These were created to provide a visual of the types of improvements that would benefit Downtown Ware. Please note: these exact improvements are not required and are only mean to provide ideas to business owners.

Other Program Requirements

The program does not finance deferred maintenance work or improvements with a very limited visual impact. Façade loans are intended to leverage substantial building improvements that will make commercial façades attractive to business tenants and induce a quality shopping environment for local residents and visitors to downtown Ware.

All applicants and their architects must comply, whenever possible, with the Americans with Disabilities Act and Mass. Architectural Access Board regulations when designing a major facade improvement project. The PVPC and Design Review Committee will consider barrier removal as a factor in façade grant eligibility. It is the duty of the architect (when applicable) and property owner, whenever possible, to design an accessible project.

Local Regulations and Permits

Neither the PVPC nor the Ware Design Review Committee do not issue licenses or permits that are required for an applicant to improve a facade. Rather, applications will be considered based on good design principles, objectives of the program, and the extent to which each project will measurably benefit the Town as a whole.

Denial of a façade grant does not prevent a property owner from seeking and obtaining permits from the Ware Building Department, Historical Commission, or any other Town Department. The Façade Improvement Program's sole jurisdiction is the award of incentive grant monies. Favorable review of a façade proposal and grant approval from the PVPC and Ware Design Review Committee does not confer permits and approvals from other authorities.

It is the applicant's responsibility to confirm all zoning and other regulatory requirements.

Façade Project Selection Criteria

Evaluations for façade applications are based on certain criteria. These include:

Level of Need - Judged by the present condition of the property and the projected outcome of the project.

Level of Private Investment - How much money and what proportion of the entire project cost is the owner willing to invest in this project?

Design Quality - Is the project distinctive? Are the colors, materials, and scale appropriate? Will this project enhance or restore historically significant building elements?

Conformance with the Program Design Guidelines.

Handicapped Access - Approach/entry is, or will be made, accessible.

Historic Significance - Do the age, style, and significance of the building suggest it warrants special attention?

Final project approval and permission to proceed is based on submission of:

- Detailed plans and specifications
- Contractor bids based on prevailing wages
- Evidence of private share
- Evidence appropriate permits have been obtained
- Verification of all other criteria.

Application Checklist

Your application is not complete until all documents are received. In certain cases, additional documentation may be required. You will be notified if it is determined that additional documentation is needed.

Instructions: Applicants must answer all items; incomplete applications will be returned. Any item which does not apply to your project should be marked "N/A".

Please be sure to include the following required items with your application:
Completed application form
Photographs (color) of existing conditions
For projects involving doors, windows, awnings, or signs: Conceptual rendering of improvements.
For projects involving any alterations to existing façade: Elevations and detailed drawings of proposed changes. Services of an architect and Ware CDA approval will likely be required for such projects.
Property Deed
Paid Municipal Tax Bill
Insurance Certificate

Program Design Guidelines - General

GENERAL	Every reasonable effort shall be made to preserve the distinguishing original qualities of a
	building, structure or site and its environment
	The removal or alteration of any historic material or architectural feature should be avoided
	Distinctive features and skilled craftsmanship which uniquely characterize a building, structure or site shall be preserved and may be considered for use as the basis for design of additions.
	All alterations, rehabilitations, or new development shall be harmonious to the use, scale and
	architecture of contributing buildings that have a functional or visual relationship to the proposed building.
	 Contemporary design for alterations and additions to existing properties may be allowed if such
	alterations and additions do not destroy significant historical architecture or cultural material and
	when such design has a similar degree of detail, scale, and fenestration as the significant, relevant context.
	 The design of alterations and additions shall strive to improve the quality, appearance and usability of existing buildings, structure, and sites.
HEIGHT	 The height of any proposed development or alteration should be compatible with the style and character of the surrounding buildings especially those designated as contributing buildings.
PROPORTIONS	 The proportions and relationships between the height and width of doors, windows, signs, and other architectural features should be compatible with the architectural style and character of buildings in the surrounding area especially those designated as contributing buildings.
SHAPE	 The shape of the roofs, windows, doors, and other design elements should be compatible with the architectural style of the surrounding buildings especially those designated as contributing buildings.
ARCHITECTURAL DETAILS	 Architectural details, including but not limited to signs, lights, door and window trim, window boxes, materials, colors, and textures, should be consistent with a building's original architectural style and with its surroundings in order to preserve and enhance the character of the surrounding area.

Program Design Guidelines - Features

SIGNS

GENERAL PRINCIPLES

- The design of signs should reflect the scale and character of the building, site and surroundings. signs should simply and clearly identify individual establishments, buildings, locations and uses while remaining subordinate to the architecture and larger streetscape. the choice of materials, color, size, method of illumination and character of symbolic representation on signs should be compatible with the architectural and landscape design style of the building and site, and the surroundings.
- Signs should be compatible with the building, neighboring buildings, and the character of downtown ware as a whole.

- Signs should be designed to present a clear message about the business they serve. they should be compatible in terms of type, size, color, and materials with the buildings they adorn.
- Signs on a row of storefronts on the same building should all be of a similar size, material, and proportion.

TYPES OF SIGNS

- Wall Signs: Wall signs are often widely used as a means of identification. Of primary importance is the location of wall signs and their format which should not confuse by containing too much information. Wall signs are helpful when located over doorways or over storefronts and all wall signs must be well integrated and should incorporate existing or proposed building architectural features.
- Projecting Wall Signs: Projecting wall signs (perpendicular signs), if small and of high design quality, can be effective and eye-catching. Where allowable by the Ware Zoning Bylaw, the shape and size of the projecting wall signs should relate to the proportions of the structure, or the portion of the building affected. The overhead clearance of a projecting sign should be a minimum of ten feet.
- Window Signs: Window signs, such as information signage (hours of operation, sales info, etc.) should be high quality vinyl die cut letters or painted directly onto the glass. All temporary signs should not cover more than 20% of the total glass area.

DISCOURAGED
 Signs attached to marquees or awnings (prohibited by Ware Zoning Bylaw 6.5.5.3)
 Signs over 32 square feet, constructed or installed utilizing a material other than fabric or non-metallic rope, must meet all safety requirements associated with construction and may require inspection at the discretion of the Building Inspector (Ware Zoning Bylaw 6.5.5.5)
 Signs that overhang into the public way in the Downtown Commercial District (prohibited by Ware Zoning Bylaw 6.5.7.B.4)
Neon signs
Plastic signs
 Exposed structural supports

AWNINGS

7.001	
ENCOURAGED	DISCOURAGED
 Stripes may be combined with solid colors; 2- and 4-inch- wide stripes are preferrable 	 Awnings that are closed on the sides (more susceptible to vandalism)
Awnings with open ends	 Unusually shaped awnings or bull nose awnings that are not compatible with storefront design or existing architectural forms
Fixed	Oversized awnings
 Materials: canvas, acrylic, aluminum/steel 	Awnings that cover architectural elements
	Materials: vinyl, plastic

LIGHTING

ENCOURAGED	DISCOURAGED
 Spotlights – mounted on both sides of the sign, either directly to the building or integrated with the decorative sign bracket 	 Strobe lights (prohibited by Ware Zoning Bylaw)
Backlit translucent awning	 Neon tube lighting
 Continuous fluorescent lighting 	 Internally illuminated signs
 Fan lights and sidelights over windows 	 Flood and area lighting
Halo illuminated signage	
 Incandescent or metal halide lamps should be used whenever possible 	
 Decorative and signage lights should be equipped with interior reflectors to direct light at the desired target 	
 Lighting source should only be visible from below (Ware Zoning Bylaw 6.3.2.A) 	

DOORS & ENTRANCES

ENCOURAGED	DISCOURAGED
 Doorways should be recessed wherever possible to protect the entry from weather; entry alcoves should be well-lit at night 	Solid metal
 Entrance floors (exterior) must have non-slip surfaces and be pitched to drain away from the building 	 Wood and carpet should be avoided as exterior flooring materials
 Materials: wood, glass (transparent), fiberglass, aluminum with glass 	• Clad

WINDOWS

ENCOURAGED	DISCOURAGED
 Utilize modern framing devices for emphasizing entrances, insuring safety and stability, and creating a proper threshold between the sidewalk and building 	 Plexiglass
 Use existing historic buildings as guides to appropriate attractive window composition 	Strip windows or small windowpanes at eye level
Transparent (no less than 95%)	 Large "retail" windows without horizontal or vertical breaks
 Smaller windowpanes should be used in combination with larger lower pane 	High sill heights
 Storefront window should reveal, not conceal, storefront display 	Top of street level window about 8-feet
Fanlight windows	 Excessive "temporary" window signage
 Materials: wood frame, aluminum frame 	Windowsill height should not exceed 24 inches
	 Top of window should not exceed 8-feet
	 "Temporary" window signage should not exceed 20% of the storefront glass area

Town of Ware

Façade Improvement Program Application

This application is for assistance to:
Name (if any) and Address of Building
Name of Building Owner
Building Owner Address and Phone Number
Applicant, if different from Building Owner
Name and Phone Number of Applicant's Business
Applicant's Mailing Address

Please return your completed application with all supporting documents either to Tiffany Menard at tmenard@pvpc.org or to:

Pioneer Valley Planning Commission
Department of Community Development
Attn: Tiffany Menard
Springfield, MA 01104
(413) 781-6045
(413) 732-2593 FAX

Section A. Project Information

1. Please describe the level of need for this work, the current condition of the building and its historic significance. What impact will this project have on downtown and why is it important to the downtown
that this project be done? (Use additional sheets, if needed)
Is the building considered a contributing building by the Ware or the Massachusetts Historic Commission or National Historic District forms? Yes No
3. Please describe the type of improvements you propose to make to the building façade. Include a brie description of all other improvements (use additional sheets, if necessary).
4. Is the ground floor of the building currently handicapped accessible? Yes No
Are upper floors currently handicapped accessible? Yes No
If the ground floor currently is not accessible, will handicapped access be provided as part of this proposed project? Yes No

If the ground floor will not be made accessible through this project, what plans do you ha it accessible? (Use additional sheets, if necessary).	ve to make
. Have you already sought architectural assistance? Yes No	
If yes, please attach drawings, renderings and plans.	
Firm or Individual's Name Telephone #	
Professional Credentials	
. Have you sought estimates from general contractors? Yes No	
If yes, please list the names of all contractors who provided an estimate and attach copie estimates.	es of all
Firm or Individual's Name Telephone #	
Firm or Individual's Name Telephone #	_
Firm or Individual's Name Telephone #	

Section B. Project Cost and Financing

1. What is the total cost of the project? \$
Attach contractor cost estimates, if available
2. How do you plan to finance costs of construction?
Program Share: \$ (maximum of \$40,000)
Private Share: \$ (plus any additional costs)
3. Has private financing been secured? Yes No
Lending Institution/Bank
Name:
Address:
Telephone #:
Anticipated Rate and Term:
Section C. Building Use Information
1. Number of businesses occupying the building:
2. Number of vacant commercial units in the building:
3. How long have these units been vacant:
4. Number of residential units: When were the residential units created (year)?
When were the residential dilits created (year):
5. Assessed value of the property:
6. Town of Ware Assessors: Sheet # Block Lot/s
7. Hampshire Registry of Deeds: Book Page
8. Is the property registered at the Land Court: No Yes
Certificate #:
9. Are there any outstanding debts (mortgages, encumbrances, liens, attachments) on the property? Yes No

If "Yes", please indicate all secured interests in this property.

First Mortgage Holder name:
Address:
Amount of Lien:
Date of Lien:
Second Mortgage Holder name:
Address:
Amount of Lien:
Date of Lien:

If necessary, attach a separate page to document additional items.

I/We certify that I/We have read, understand, and agr the FY2021 Façade Improvement Program.	ee to follow the Guidelines and Requirements of
Please return this form with your completed applicatio	n.
Print Owner(s) Name	
Address of Building	
Owner(s) Signature	Date
Print Owner(s) Name	_
Address of Building	_
Owner(s) Signature	Date
Print Owner(s) Name	_
	_
Address of Building	
Owner(s) Signature	Date

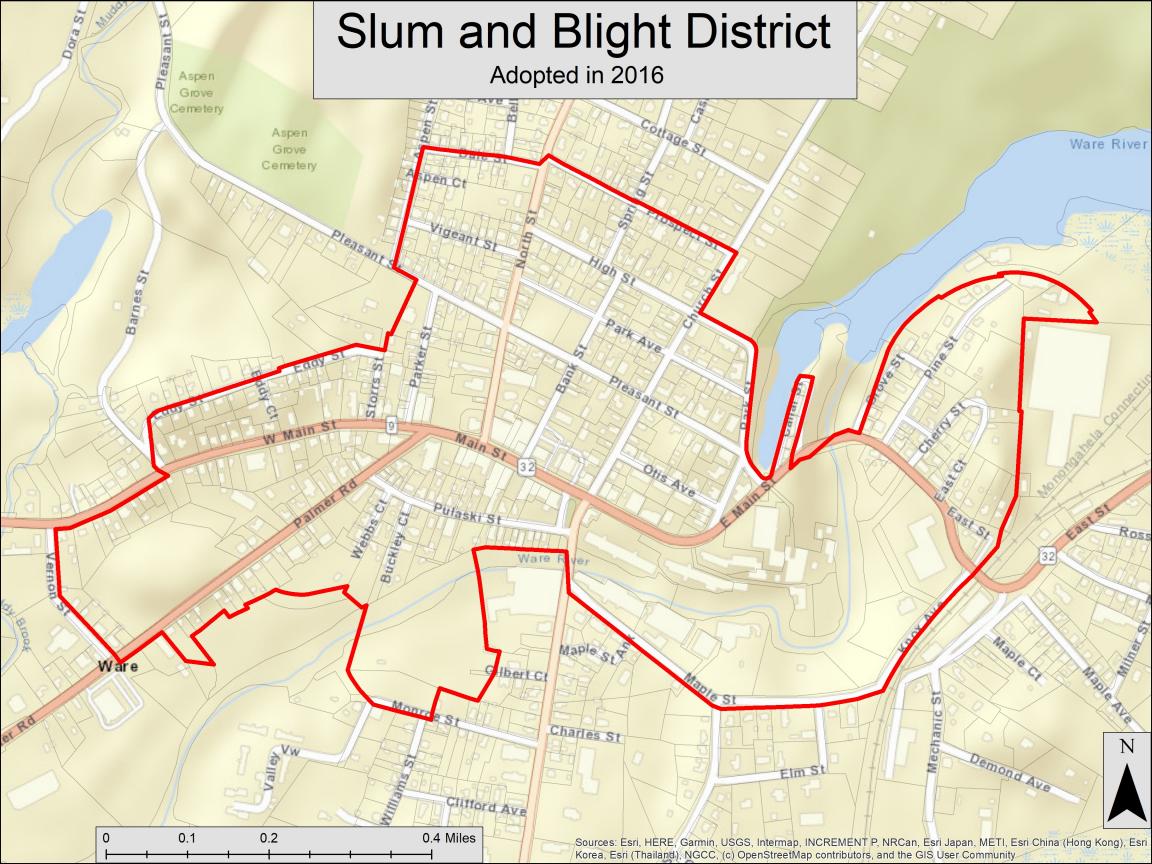
APPLICANT CERTIFICATION and OWNER SIGN-OFF

I/we certify that all information provided in the application is accurate and that I/we will complete a façade improvement project in accordance with plans approved by the Town of Ware's Department of Planning and Community Development. Upon notification that my/our project is approved by the Façade Improvement Program, I/we will sign a participation agreement and lien, authorizing the Town to encumber funds for my/our project, and stipulating that I/we will abide by all program requirements. I further agree that at the conclusion of the façade improvements to maintain but not alter the completed project for fifteen (15) years from the date of the covenant.

		Date:	
		Date:	_
Property Owner(s) Signature(s) if different fr	rom Applicant:	
		Date:	
		Date:	_
Abide By the Coi	nditions and Requirements	of the Program.	
	FOR OFFICE USE ONLY	Application No:	
	Accepted by:		
	Date Received:	Date Approved:	_
	Date of Participation Agre	eement and Lien:	
	ZBA variance needed? No	O Yes Hearing Date:	
	Building permit issued on	:	

Applicant(s) Signature(s):

Appendix A: Slum & Blight District Boundaries & Street Listing



Street list of properties surveyed within the Slum and Blight Study Area

Aspen Street	Eddy Court	Pleasant Street
Aspen Court	Grove Street	Prospect Street
Bank Street	High Street	Pulaski Street
Buckley Court	Knox Avenue	Spring Street
Canal Street	Main Street	South Street
Cherry Street	Maple Street	Storrs Street
Church Street	North Street Vernon	
Dale Street	Otis Avenue Vigeant Stre	
East Main Street	Park Street	West Main Street
East Street	Park Avenue Webb 0	
East Court	Parker Street West Street	
Eddy Street	Pine Street	

Appendix B: Downtown Ware Renderings





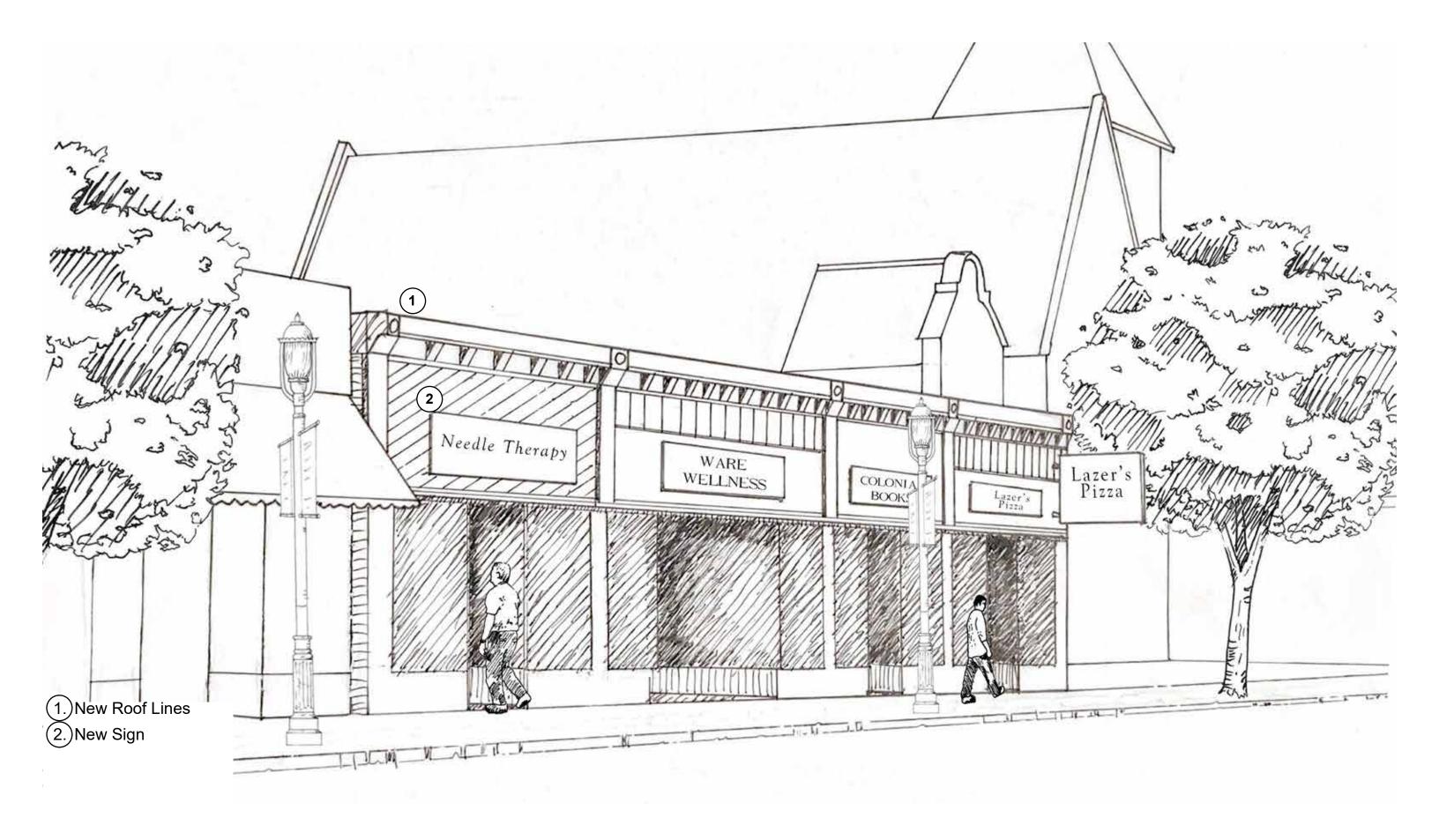


DUU DING NAME	ADDDE00	TYPE OF BERAIR	DETAIL O
BUILDING NAME	ADDRESS	TYPE OF REPAIR	DETAILS
LAZER'S PIZZA & ROAST BEEF	41 MAIN ST.	ROOF	CREATE FAUX ROOF LINES
LAZER'S VACANT SPACE	41 MAIN ST.	ROOF	CREATE FAUX ROOF LINES
NEEDLE THERAPY TATTOO & PIERCING	41 MAIN ST.	SIGN	NEW SIGN
WARE PACKAGE STORE INC.	51 MAIN ST.	SIGNAGE	UPDATE
WARE PACKAGE STORE INC.	51 MAIN ST.	PAINT	DOOR/TRIM
WARE PACKAGE STORE INC.	51 MAIN ST.	AWNING	NEW
WARE PACKAGE STORE INC.	51 MAIN ST.	FAÇADE REPAIR	NEW PRIVACY FENCE BETWEEN BUILDINGS
MARK E. SALOMONE LAW	52 MAIN ST.	SIGN	NEW SIGN
THIS & THAT	52 MAIN ST.	REPAIR	COLUMN BLOCKING ENTRANCE
THIS & THAT	52 MAIN ST.	LIGHTING	INTERIOR DISPLAY LIGHTING
SILOUHETTES	54 MAIN ST.	NONE	HAD NEW FAÇADE UPDATE 2020
KINGDOM BUSINESS R.E.A.C.H. MINISTRIES	58 MAIN ST.	FAÇADE REPAIR	UPDATE
KINGDOM BUSINESS R.E.A.C.H. MINISTRIES	58 MAIN ST.	SIGN	UPDATE
NAT FALK INC. VACANT STOREFRONT	60 MAIN ST.	FAÇADE REPAIR	PAINT AND REPAIR
NAT FALK INC. 2ND FLOOR	60 MAIN ST.	PAINT	ALL TRIM & DOOR SAME COLOR
NAT FALK INC.	64 MAIN ST.	SIGN	UPDATE
NAT FALK INC.	64 MAIN ST.	LIGHTING	NEW
NAT FALK INC.	64 MAIN ST.	PAINT	DOOR
BALICKI BUILDING	82 MAIN ST.	SIGN	NAME OF BUILDING OR NEW BUSINESS SIGN
BALICKI BUILDING	82 MAIN ST.	WINDOW	REPAIR/REPLACEMENT
BALICKI BUILDING	82 MAIN ST.	PAINT	FAÇADE REDO
BALICKI BUILDING	82 MAIN ST.	LIGHTING	EXTERIOR LIGHTS
FEEL IN GREAT NUTRITION	135 WEST MAIN ST.	AWNING	NEW
FEEL IN GREAT NUTRITION	135 WEST MAIN ST.	FAÇADE REPAIR	NEW SIDING
FEEL IN GREAT NUTRITION	135 WEST MAIN ST.	LIGHTING	NEW
FEEL IN GREAT NUTRITION	135 WEST MAIN ST.	SIGN	NEW
BRUSOS LIQUOR MART	144 MAIN ST.	PAINT	EXTERIOR WALLS
BRUSOS LIQUOR MART	144 MAIN ST.	SIGN	UPDATE
BRUSOS LIQUOR MART	144 MAIN ST.	FAÇADE REPAIR	DOOR/ENTRYWAY IMPROVEMENTS











LAZER'S PIZZA & ROAST BEEF	41 MAIN ST.	ROOF	CREATE FAUX ROOF LINES
LAZER'S VACANT SPACE	41 MAIN ST.	ROOF	CREATE FAUX ROOF LINES
NEEDLE THERAPY TATTOO & PIERCING	41 MAIN ST.	SIGN	NEW SIGN







WARE PACKAGE STORE INC.	51 MAIN ST.	SIGNAGE	UPDATE
WARE PACKAGE STORE INC.	51 MAIN ST.	PAINT	DOOR/TRIM
WARE PACKAGE STORE INC.	51 MAIN ST.	AWNING	NEW
WARE PACKAGE STORE INC.	51 MAIN ST.	FAÇADE REPAIR	NEW PRIVACY FENCE BETWEEN BUILDINGS







2.) Repair Column

(3.) New Sign



MARK E. SALOMONE LAW	52 MAIN ST.	SIGN	NEW SIGN
THIS & THAT	52 MAIN ST.	REPAIR	COLUMN BLOCKING ENTRANCE
THIS & THAT	52 MAIN ST.	LIGHTING	INTERIOR DISPLAY LIGHTING

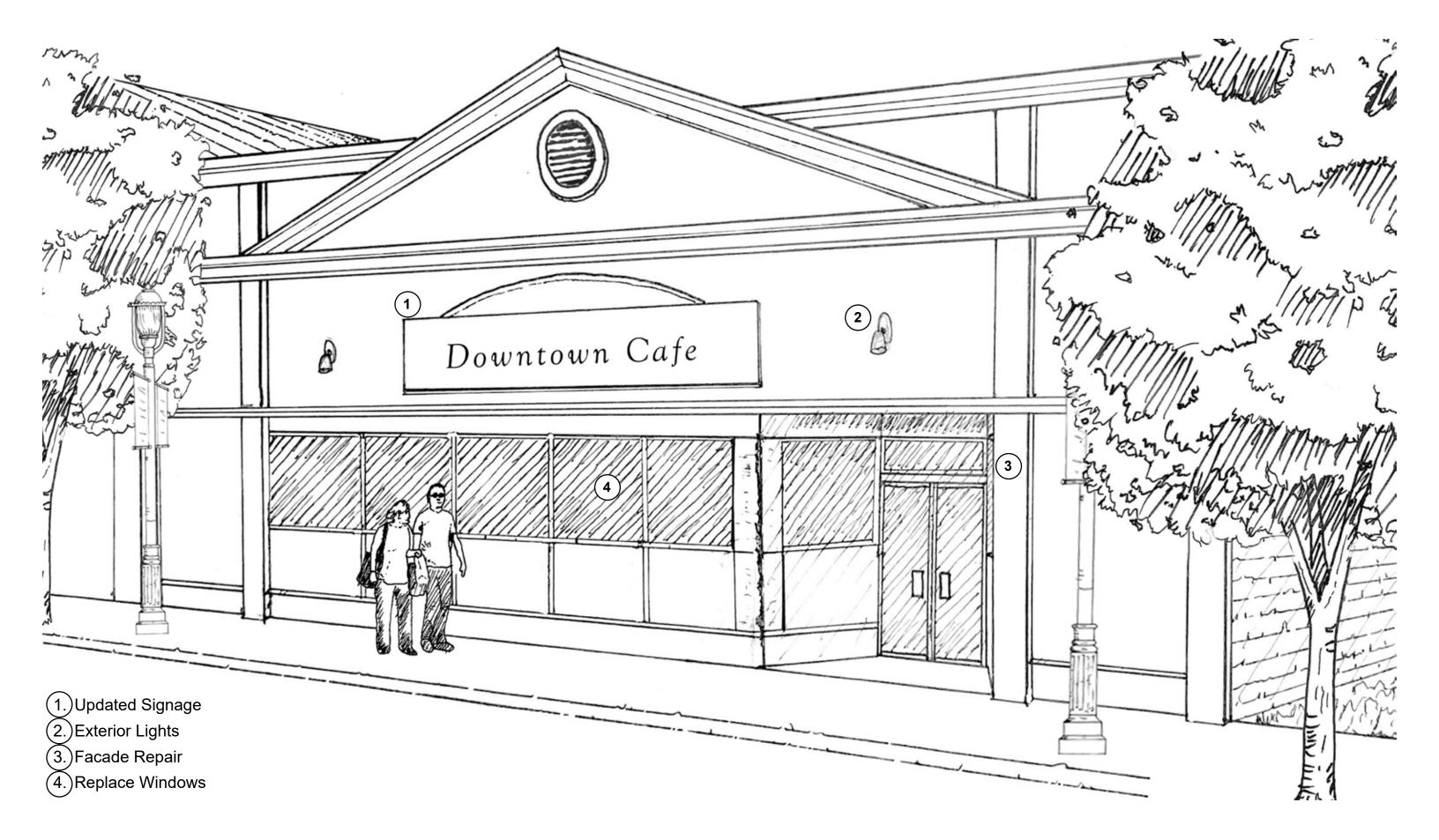


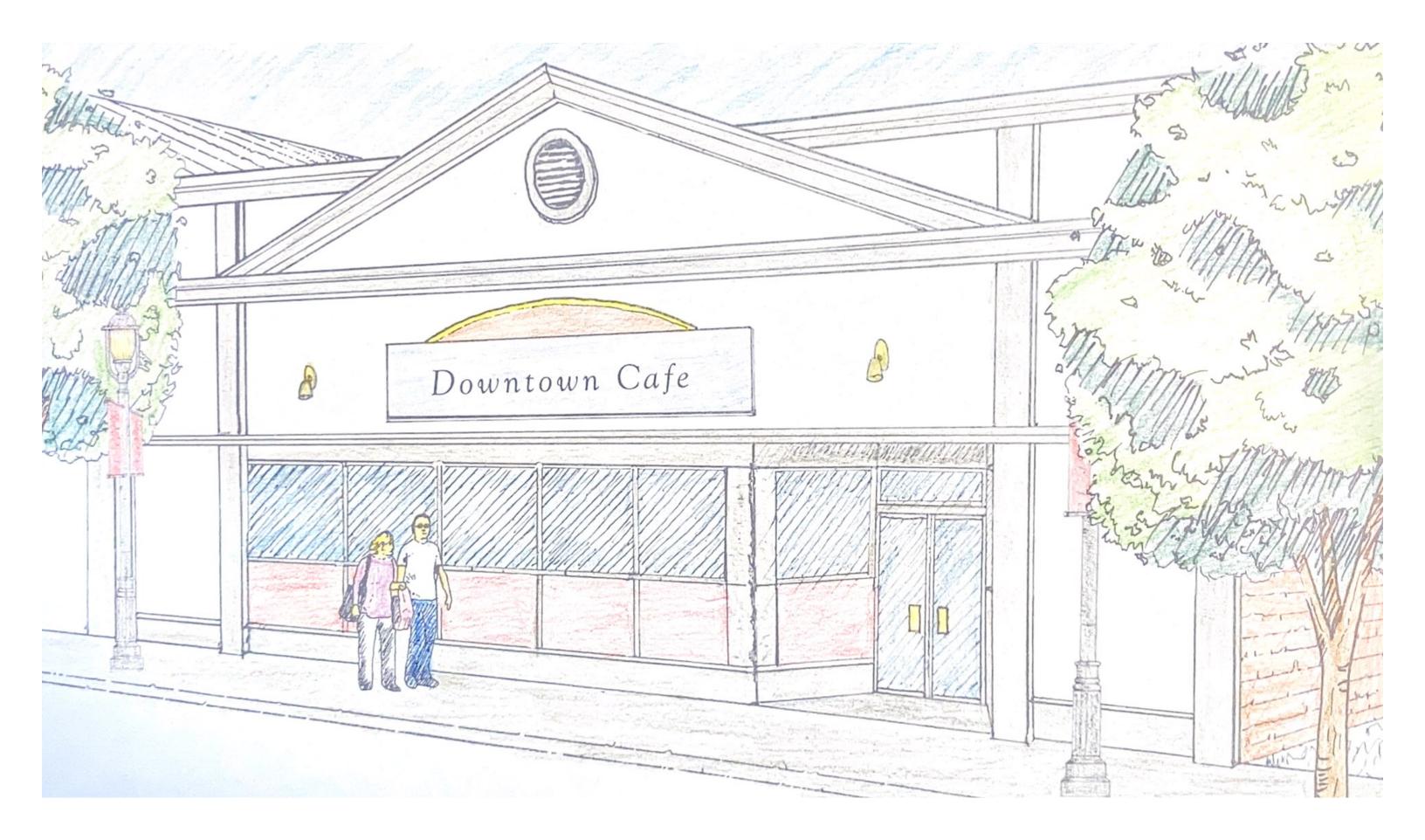




NAT FALK INC. VACANT STOREFRONT	60 MAIN ST.	FAÇADE REPAIR	PAINT AND REPAIR
NAT FALK INC. 2ND FLOOR	60 MAIN ST.	PAINT	ALL TRIM & DOOR SAME COLOR
NAT FALK INC.	64 MAIN ST.	SIGN	UPDATE
NAT FALK INC.	64 MAIN ST.	LIGHTING	NEW
NAT FALK INC.	64 MAIN ST.	PAINT	DOOR







BALICKI BUILDING	82 MAIN ST.	SIGN	NAME OF BUILDING OR NEW BUSINESS SIGN
BALICKI BUILDING	82 MAIN ST.	WINDOW	REPAIR/REPLACEMENT
BALICKI BUILDING	82 MAIN ST.	PAINT	FAÇADE REDO
BALICKI BUILDING	82 MAIN ST.	LIGHTING	EXTERIOR LIGHTS

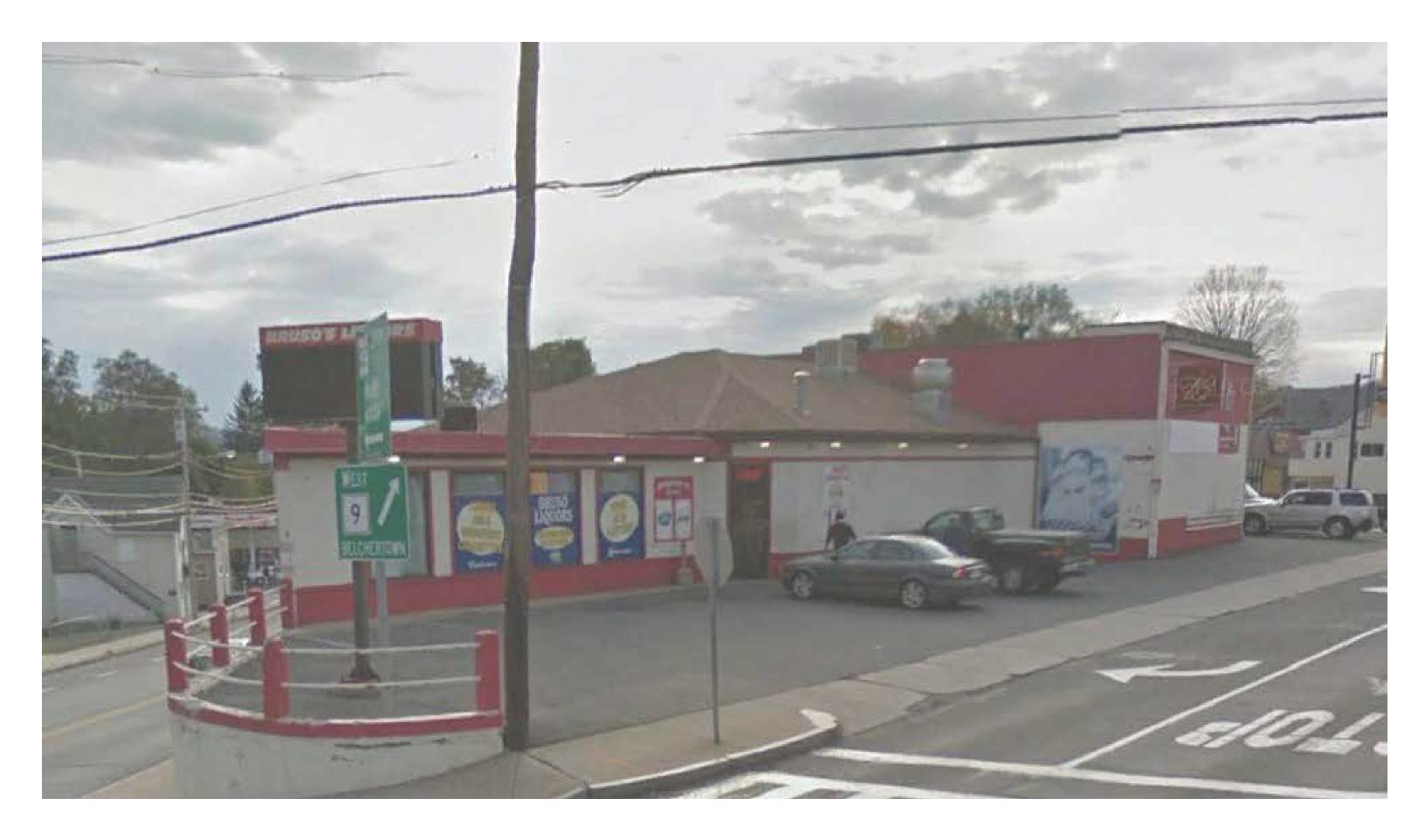


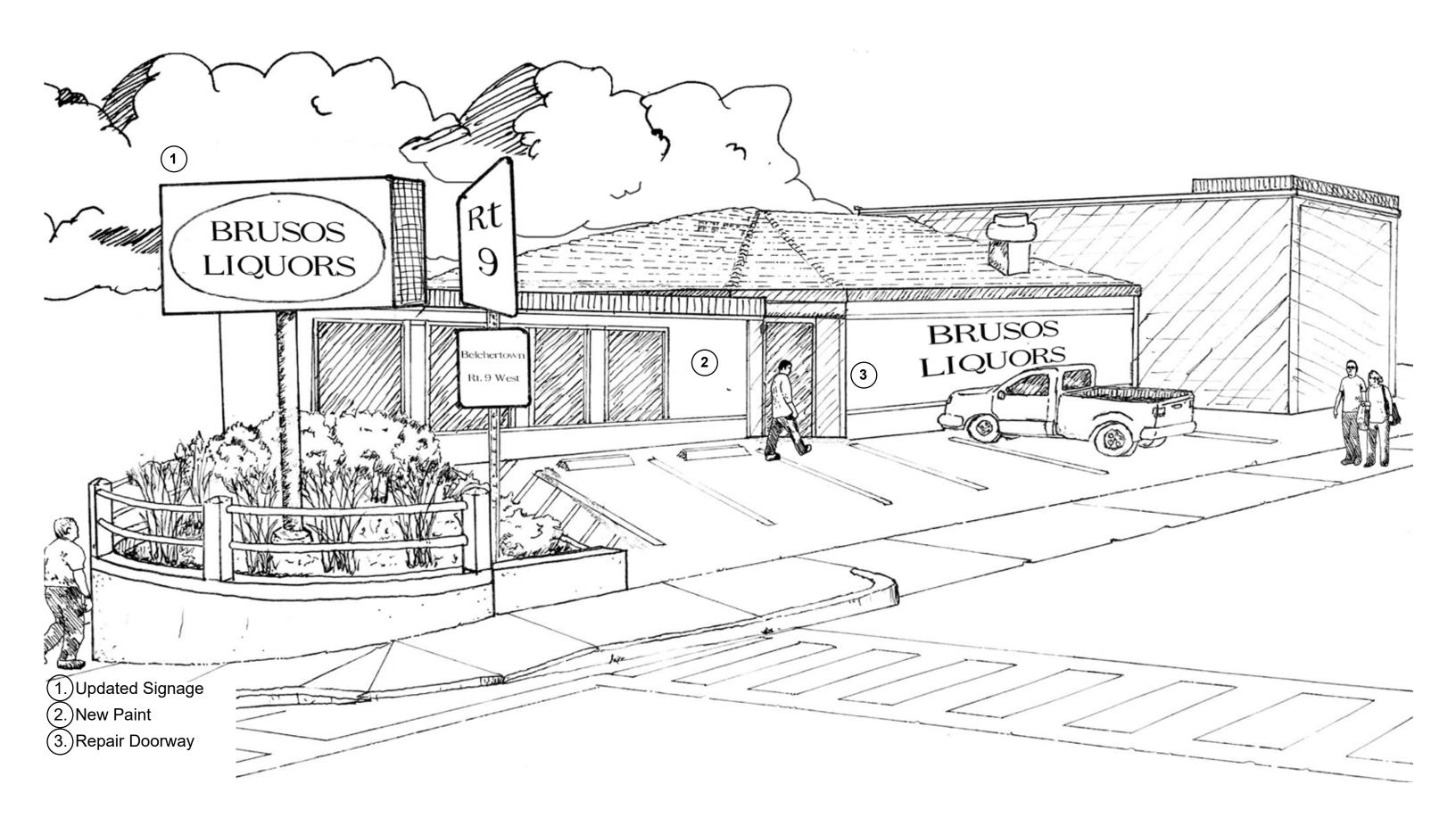






FEEL IN GREAT NUTRITION	135 WEST MAIN ST. AWNING	NEW
FEEL IN GREAT NUTRITION	135 WEST MAIN ST. FAÇADE REPAIR	NEW SIDING
FEEL IN GREAT NUTRITION	135 WEST MAIN ST. LIGHTING	NEW
FEEL IN GREAT NUTRITION	135 WEST MAIN ST. SIGN	NEW







April 12, 2021

BRUSOS LIQUOR MART	144 MAIN ST.	PAINT	EXTERIOR WALLS
BRUSOS LIQUOR MART	144 MAIN ST.	SIGN	UPDATE
BRUSOS LIQUOR MART	144 MAIN ST.	FAÇADE REPAIR	DOOR/ENTRYWAY IMPROVEMENTS