

# BEAUTIFY THE BOROUGH

## Introduction and Guidelines

The Borough of Spring Grove would like to announce the first year of the **BEAUTIFY THE BOROUGH** Façade Improvement Program. This program is designed to improve the visual appearance of Spring Grove on Main Street and eventually the entire Borough. Many towns in Pennsylvania have similar programs, and they are all different in nature depending on the goals of the town. They are commonly referred to as “Main Street” or “Keystone Community” Programs. We have decided to call ours BEAUTIFY THE BOROUGH.

This is one small step in a much larger effort to improve the overall economic development of Spring Grove. Since this is our first year and the budget is modest, we have set some simple guidelines for the program. This will be a straight-forward facade improvement program along Main Street from Pixelle to the traffic circle. Please see the attached map of qualifying properties. It will include both residential and non-residential buildings. The Borough will reimburse the property owner 50% of an approved facade improvement project up to \$5,000. Property owners must pay for the project in full, up front, prior to reimbursement.

Potential projects might consist of things like signage, front door, front porch, awning, painting, siding, roof, front windows, etc. Basically, it will cover anything that improves the aesthetic appeal of the front of your residence or business. Projects that will not be included would include sidewalks, asphalt, decor like plants, chairs, etc. We are trying to improve the visual appeal of Spring Grove to help make it a nicer place to live, work, own a business, and visit.

The application period will be April 1<sup>st</sup> thru May 31st. Applications can be found on [www.springgrovepa.gov](http://www.springgrovepa.gov) or at the Borough Office. We expect to award at least three applicants in the 2023 round with this reimbursement based on our budget. In the future, we hope to be awarded grant money from the Department of Commerce Economic Development that will enable us to expand the program. We will announce the winners of this round of applications on June 15, 2023 or before.

Applicants will be judged for acceptance on the following criteria:

1. Completed application.
2. Location of the project.
3. Type of project- applies to façade improvements only.
4. Potential impact on the aesthetics of Main Street
5. Cost effectiveness

The Borough’s Community Services Committee will judge the applications and validate the completion of each project. Our budget and potential grant money will determine the number of applications accepted.

The timeline for 2023 will look like this:

1. April 1st- May 31st- open application period, applications submitted to the Borough Office at 1 Campus Ave or e-mailed to [development@springgrovepa.gov](mailto:development@springgrovepa.gov)
2. June 15th- grant winners announced.
3. Construction projects completed- June 16<sup>th</sup> - December 15<sup>th</sup>.
4. At project completion, all construction costs must be submitted to the Borough Office including copies of invoices, cancelled checks, and before and after pictures by December 15th or before.
5. Borough sends reimbursement check to owner for of up to \$5000 by January 2, 2024 or before depending on the timing of the project.

We hope the businesses and residents will take advantage of this program in 2023, and it will be renewed for 2024 and beyond. It will only take a few years for the façade improvements to make a big difference in the visual appeal of Spring Grove Borough. These types of projects have made a big difference in many small towns in Pennsylvania.

Applications can be found on the Borough website at [www.springgrovepa.gov](http://www.springgrovepa.gov) Documents, General Forms, **BEAUTIFY THE BOROUGH**. Please fill out and return by May 31, 2023.

Please contact the Borough office with any questions about this program.

Thank you!

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