



# Clawson Grant General Guidelines

Adopted – October 2003

## Grant Program

In July 2003, the Clawson Downtown Development Authority instituted a Grant Program. The program was created to encourage economic investment, building improvements, and revitalization in the historic downtown of Clawson. Grants are available for signs, awnings, doors, paint, new landscaping and/or windows. Specific guidelines have been prepared for Signs and Doors. Grants are available for the items listed above with a reimbursement up to 50% of the purchase/installation of the item not to exceed \$1500 to approved applicants. Clawson Downtown Development Authority reviews proposed applications and determines grant approval. The guidelines used by the DDA to determine approval are based upon materials from the National Main Street Center, National Trust for Historic Preservation and focus on design, character, material and compatibility. This brochure has been produced to help potential applicants design and submit applications that will qualify for funding and will enhance the success of the business and the look and character of Clawson.

The following guidelines are used by the Clawson Downtown Development Authority when considering applications for grants.

1. Specific guidelines are available for signage and awnings. They should be consulted in addition to these guidelines.

2. The DDA encourages property owners to remove defacing materials from historic buildings and to maintain and restore original window and door openings, and store fronts. Grants will not be provided to maintain defacing or “renovated” material, or maintaining or creating window and door openings which are inconsistent with the original building design and storefront. If it is demonstrated that original building openings and store fronts cannot be maintained, grant consideration will be given if the intent of the original building symmetry can be obtained and the proper scale and building proportions can be achieved.

3. The DDA supports the use of historic and coordinated color palette. Applicants should avoid garish, or Day-Glo colors. Colors must be tasteful and compliment the structure and surrounding buildings.

4. Attention to detail is important.

Window and door projects should include appropriate trim molding. Painting projects should include at least one contrasting color for trim and detailing.

5. Landscaping for the zero lot development area of downtown can include building flower and planter boxes and flower pots. Landscaping for areas outside the zero lot development can include turf, flower beds, shrubs, trees, etc. All trees and shrubs require a year guarantee from the supplier.

6. The DDA encourages applicants to meet with the DDA Director or consultant staff prior to and during the planning phase of developing improvements to increase the likelihood of favorable grant consideration.

7. The DDA encourages improvements which will add to the character and value of the downtown. The DDA considers the following questions when reviewing applications.

Does this proposed application improve the visual quality and character of the downtown?

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