



# Main Street Placemaking and Façade Grant Program Description

One of the most important elements of successful downtown development and community revitalization is good design and creating a strong sense of place. Main Street Oakland County (MSOC) advocates for good design and placemaking through the preservation and renewal of historic building facades, the installation of public art, historic interpretive markers and the enhancement of other physical attributes of a downtown district. To support this, MSOC has partnered with Flagstar Bank to create a Placemaking and Façade Grant Program.

## Eligible Grant Applicants (Community Main Street Programs)

Berkley, Clawson, Farmington, Ferndale, Franklin, Highland, Holly, Lake Orion, Ortonville, Oxford, Rochester, Royal Oak

## Eligible Activities Include:

Preservation of Historic Resources

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- Installation of Public Art
- Creation of Parklets, Public Markets or other Public Space Activation
- Creation or Renovation of Pop-Up Retailing Space
- Installation of Downtown/Community Gateways
- Installation of Wayfinding Signage
- Placement of Historic Interpretive Markers
- Streetscape Enhancements
- Building Façade Improvements (single project)
- Creation or re-establishment of a Façade Improvement Program

**Design Assistance:** MSOC can provide architectural design services at no charge to grant applicants. All approved historic building rehabilitation projects must be in compliance with Secretary of Interior Standards and have prior approval of the local historic commission where applicable.

**Grants and Match:** The maximum grant award is \$2,500. A minimum dollar-for-dollar match must be provided by the applicant. The cost of labor and materials can be used towards grant match. After the proposed project has been completed and final costs have been verified, the grant funds will be issued directly to the local Main Street program, paid as a reimbursement. The local Main Street will be responsible for monitoring approved projects and programs to ensure compliance with the grant program guidelines.

**Conditions:** All applications are reviewed by and award determinations made by representatives of Flagstar Bank and MSOC. Flagstar Bank and MSOC reserve the right to decline grant applications that are not consistent with the National Main Street Program and/or the vision and master plan of the local Main Street community. All projects must have appropriate zoning, permitting and historic district approvals if required by the municipality. Where applicable, projects must be in compliance with the Secretary of Interior Standards.

## For More Information Contact:

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