

# DCOS

## Economic Improvement Initiative

### Initiative Overview

The Development Corporation of Snyder (DCOS) Economic Improvement Initiative was established in 2023 and designed to assist business owners in enhancing and improving the facade of their property. The program provides business owners the opportunity to apply for a 75% reimbursement, up to \$25,000 to help offset the overall costs of exterior building improvements to eligible projects. The City of Snyder (City) has agreed to waive permit fees and other similar fees for businesses selected for the Economic Improvement Initiative.

The Economic Improvement Initiative helps DCOS fortify relationships with Snyder business owners and establish long-lasting partnerships with those seeking to improve the community.

DCOS's mission is to protect and expand the diverse regional economy through proactive engagement in business expansion and retention, entrepreneurial development, business recruitment, and community-oriented marketing. DCOS focuses on strengthening the local business community and establishing new businesses from the pool of local residents. The Economic Improvement Initiative Agreement is administered by DCOS and approved by the City to enhance the appearance of Snyder through design improvements and beautification.

### Initiative Approval Process

#### **Step One: Be sure you meet program requirements**

- Check on the **map** to see if your property is located within the city limits. The property must be used for business purposes and zoned commercial.
- The property is up-to-date on all property taxes and is in good standing with the City of Snyder.
- This is a reimbursement program. You must complete and pay for the Initiative in full before the DCOS will issue a reimbursement check. All program requirements must be met before reimbursement is issued.

*Please refer to the eligibility criteria on the Agreement for full disclosure.*

#### **Step Two: Contact the DCOS team with any questions you have**

- Possible project discussion can occur over the phone, email, virtually, or in-person. The DCOS team can be reached at (325) 573-1544 or at [info@growsnyder.com](mailto:info@growsnyder.com).

#### **Step Three: Submit a completed Economic Improvement Initiative Agreement**

A completed application includes:

- Filled-out Agreement
- Photo(s) of current façade/areas to be improved
- Rendering and/or plan drawings showing proposed improvement
- Contractor bids (minimum two, if applicable)
- Proof of insurance on the building to be improved

#### **Step Four: Application review and selection**

All applications must be submitted no later than 4:00 pm on September 29, 2023. Please submit in person or email to: [info@growsnyder.com](mailto:info@growsnyder.com).

## **Economic Improvement Initiative Design Guidelines**

The following guidelines are per the recommendations of Retail Strategies Strategic Vision:

### **General Guidelines**

1. Proposed improvements shall be in compliance with all City of Snyder codes and ordinances. Any plumbing, electrical, and mechanical work would need to be done by a licensed contractor.
2. Proposed improvements shall first attempt to repair visibly broken or deteriorated parts of the façade.
  - a. For example, the DCOS will not approve an application requesting reimbursement for painting of the façade, if visibly broken windows, doors, etc. are not repaired along with the proposed improvements.
3. Proposed improvements shall be in harmony with the character and development patterns of the neighboring structures.
4. Proposed improvements shall preserve distinguishing architectural features, character, and qualities of the building.
5. Proposed improvements shall not contain any explicit materials.
6. Proposed improvements shall improve the look of the building and the surrounding area.

### **Sign Guidelines**

1. Proposed improvements to signage shall be in compliance with all City of Snyder codes and ordinances.
2. Proposed improvements to signage shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed improvements to signage shall preserve distinguishing architectural features, character, and qualities of the building.
4. Proposed improvements to signage shall not contain any explicit materials.
5. Signage shall complement the style of the building and shall be appropriately scaled/ sized for its location.
  - a. For example: a downtown sign scale is human-sized, while a business on College Ave might be larger.
6. Internally illuminated cabinet/ box signs and pole signs are discouraged.
7. Exposed wiring, conduit, junction boxes and raceways for channel letters or sign lighting is discouraged.

### **Building Material Guidelines**

1. Proposed cladding improvements shall be in compliance with all City codes and ordinances. All electrical (including plumbing and mechanical) will have to be done by a licensed contractor.
2. Proposed cladding improvements shall be in harmony with the character and development patterns of the neighboring structures.

3. Proposed cladding improvement shall preserve distinguishing architectural features, character, and qualities of the building. Wood storefronts including bulkhead shall be repaired.
4. The use of vinyl, plastic, and E.I.F.S (exterior insulation finishing system) is discouraged.

### **Windows and Doors Guidelines**

1. Proposed windows and doors improvements shall be in compliance with all City codes and ordinances.
2. Proposed windows and doors improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed windows and doors improvements shall preserve distinguishing architectural features, character, and qualities of the building.
4. Recessed entries shall be maintained.
5. Upper story windows shall be maintained and repaired.
6. New openings shall be typical of the size, location, material, profile, exposure, detail, relief and dimension of the style and period of the structure.

### **Awning Guidelines**

1. Proposed awning improvements shall be in compliance with all City codes and ordinances.
2. Proposed awning improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed awning improvements shall preserve distinguishing architectural features, character, and qualities of the building.
4. Awnings for primary entrances are encouraged with the following exceptions:
  - a. On buildings that incorporate an arcade into the architecture.
  - b. Where the awning or cover may interfere with vehicular and loading entrances for the building.
  - c. When the health and safety of the public is jeopardized.
  - d. Where it may interfere with architectural style and integrity of the structure or obscure architectural details on the façade.  
(Please note: Building or projecting anything into the Right-of-Way/Easements without an agreement is a violation of the current ordinances.)
5. The color of an awning sign should complement the color and material of the building to which it is attached.
6. The primary material shall be metal and canvas. Vinyl, plastic and internally illuminated awnings are discouraged.

### **Painting Guidelines**

1. Proposed painting improvements shall be in compliance with all City codes and ordinances and from City of Snyder Retail Strategies approved paint palette.
2. Proposed painting improvements shall be in harmony with the character and development patterns of the neighboring structures.

3. Proposed painting improvements shall preserve distinguishing architectural features, character, and qualities of the building.
4. Proposed painting improvements shall not contain any explicit materials.
5. Historically unpainted brick or masonry should not be painted (per historic guidelines), with the exception of approved murals.

### **Exterior Lighting Guidelines**

1. Proposed lighting improvements shall be in compliance with all City codes and ordinances.
2. Proposed lighting improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Placement of outdoor security lights and their mounting shall not damage, detract from, or conceal character defining features of the structure. Flood/security lights are discouraged at primary street elevations.
4. Lighting shall be compatible in age, style and scale to the building or unobtrusive and not suggestive of a style or age.
5. Lighting shall be designed in a manner to avoid disturbances and glare onto adjacent properties.

### **Structural, Trim, and Decorative Detail Improvements Guidelines**

1. Proposed structural, trim, and decorative detail improvements shall be in compliance with all City codes and ordinances.
2. Proposed structural, trim, and decorative detail improvements shall be in harmony with the character and development patterns of the neighboring structures.
3. Proposed structural, trim, and decorative detail improvements shall preserve distinguishing architectural features, character, and qualities of the building.

### **Ineligible Improvements**

1. Improvements to the interior or on any façades not visible to the public.
2. Roof repairs.
3. New building or building additions other than exterior additions such as porches and entry features.
4. Outdoor furnishing not permanently affixed to the site or building.
5. Regular building maintenance, such as window sealing, are ineligible for reimbursement independent of the associated eligible improvements above.

### **Prior Improvements**

Alterations and improvements made prior to receiving a “Notice to Proceed” are not eligible for reimbursement.

<b>Eligible Facade Improvement Examples:</b>	<b>Ineligible Facade Improvement Examples:</b>
Restoration of details in a historically contributing or significant buildings, and removal of elements which cover architectural details	Exterior improvements located on the sides or rear of the building not visible from a public right-of-way
Window replacement and window framing visible from street which is appropriately scaled to the building	Interior improvements or furniture
New City-Approved signage, including monument signage, and wall and awning signage. All signage must be descriptive and comply with the City Sign ordinance	Playground or recreational equipment
Lighting which is visually appealing and appropriately illuminates signage, storefront window displays, and recessed areas of a building façade	Asbestos testing, removal, abatement or remediation; or safety related improvements like burglar bars, security alarm systems, and cameras
Awnings or canopies which can be both functional and visually appealing	Architectural or other professional fees
Curbing, irrigation, approved landscaping or other landscaping features attached to the building where appropriate	"Sweat Equity"
Cleaning, painting, or residing of the building	New construction

New storefront construction, appropriately scaled within an existing building	Improvements for which insurance funds are received
Other items which may not be listed above but would improve the front façade of the building	Parking lot improvements or improvements to the roof of the structure

# Economic Improvement Initiative

## Exterior Paint Palette



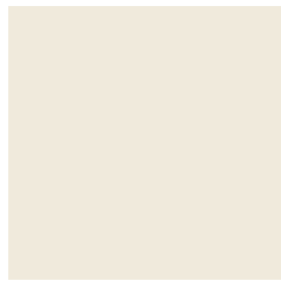
Bungle House Blue  
SW 0048



Black Magic  
SW 6991



Lanyard  
SW 7680



Dover White  
SW 6385



Cajun Red  
SW 0008



Urbane Bronze  
SW 7048



Dutch Tile Blue  
SW 0031



Gallery Green  
SW 0015



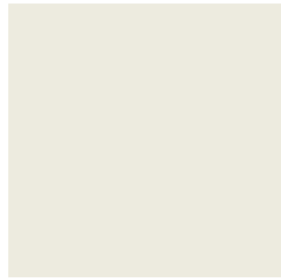
Cut the Mustard  
SW 6384



Light French Gray  
SW 0055



Salty Dog  
SW 9177



Alabaster  
SW 7008

Businesses applying for funding will be graded and selected based on the scores received. Please reference scoring criteria to review how the Economic Improvement Initiative will be graded if applications exceed available funding. The DCOS and the City reserve the right to approve or reject projects on a case-by-case basis taking into consideration established policies, project criteria, and demand. Meeting program criteria does not guarantee the award of business assistance to the Initiative. Approval or denial of any Initiative does not set a precedent for approval or denial of another Initiative.

*(For DCOS use only)*

Business Name:

Criteria:	Scoring:	Score:
Does the project meet program requirements? (see application guidelines)	<b>If NO, the project is ineligible and should not be scored further</b> If YES, or if N/A, continue scoring	
Level of Rehabilitation	0 = Project does not meet the guidelines listed in the application 1 = Normal maintenance 2 = Minor projects 3 = Repair & Replacement 4 = Rehabilitation 5 = Major rehabilitation	
Aesthetic Improvement	0 = Project does not enhance the properties appearance 1 = Project incrementally improves the property 2 = Project slightly improves the properties existing appearance 3 = Project moderately improves the properties appearance 4 = Project considerably improves properties appearance by bringing it into conformance with the Design Guidelines or up to city requirements	



	5 = Significant enhancement, project has a transformational impact on the area	
Project Visibility	0 = No visibility from the public way 1 = Low visibility, rear of building 2 = Low visibility, side or alley of building 3 = Medium visibility, along road with low traffic volume 4 = High visibility, along road with medium traffic volume 5 = Extreme visibility, along a major gateway into Snyder	
Are you located on the Downtown Square, Hwy 350, Hwy 180, or 37th St within the city limits?	If no = 0 If yes = 5	
Location (0-5 based on map)	0 1 2 3 4 5	
Potential Community Impact	1 = No impact 2 = Low community impact/priority 3 = Supports an existing business 4 = Supports the expansion of an existing business 5 = Significantly improves the aesthetic character of the	

	area or activates previously underutilized space	
Age of Building	<p>1 = &lt;30 Years (Built Since 1992)</p> <p>2 = 31-60 Years (Built 1991-1962)</p> <p>3 = 61-90 Years (Built 1961 - 1932)</p> <p>4 = 91-120 Years (Built 1931-1902)</p> <p>5 = 121+ Years (Built Before 1902)</p>	
Business Size	<p>1 = 51+ Employees</p> <p>2 = 26-50 Employees</p> <p>3 = 11-25 Employees</p> <p>4 = 6-10 Employees</p> <p>5 = 5 or Fewer Employees</p>	
Sustainability/Permanence	<p>1 = Project will require continuous maintenance</p> <p>2 = Project will require future maintenance</p> <p>3 = Project improvements are semi-permanent. Project will require future maintenance. Project contact owns the building OR has some time remaining on lease</p> <p>4 = Project improvements are permanent. Project will require some future maintenance. Project contact owns the building OR has a significant amount of time remaining on lease</p> <p>5 = Project improvements are permanent. Project will require little future maintenance.</p>	
Has the applicant been awarded funds in the past and completed the proposed work?	<p>0 = Yes, the applicant was awarded funds last year but did not complete the project</p> <p>1 = Yes, the applicant was awarded funds in the last</p>	

	<p>three years but did not complete the project</p> <p>2 = Yes, the applicant completed the work last year but an extension had to be granted</p> <p>4 = Yes, work on the previously proposed project was completed on time to the satisfaction of the City</p> <p>5 = No, the applicant has not previously been awarded funds</p>	
	Total Score:	