

## What can the Crossroads Partnership do for me as a property owner?

The Crossroads Development Partnership is dedicated to improving the appearance, value and quality of Morristown's Central Business District, the new 'Crossroads District', through the four guiding principals of Main Street USA: Design, Promotion, Organization and Economic Restructuring. The unique architecture and sense of place found within the District is important to the heritage of Morristown and Hamblen County. Communities that have emphasized improving the quality of their traditional business districts have benefitted in many ways including improved competitiveness for overall economic development. This, in turn, benefits individual property owners.

An important part of the preservation effort is to give building owners a reason to invest time and money in maintaining these structures. Specifically, the Partnership would like to help do the following:

- Enhance the image of the Crossroads District resulting in:
  - ✓ Increased property values
  - ✓ Increased occupancy rates
  - ✓ Rent stability
  - ✓ Reduced vandalism/crime deterrent
- Assist with potential tax credit, grant, loan and design programs
- Educate property owners on good design and preservation principals
- Advocate for innovative uses of vacant and difficult to rent spaces
- Plan the District's development by guiding growth and shaping regulations
- Develop design standards and preservation guidelines for new construction and renovations
- Collaborate with city government on public improvements
- Develop and maintain inventories of buildings for sale or rent

## **Façade Improvement Grant Program**

The Façade Improvement Grant program seeks to encourage building owners and tenants to invest in Morristown's traditional downtown area, referred to as the 'Downtown Core' neighborhood of the Crossroads Development District, by financially assisting with appropriate **exterior** renovations to their buildings. The intention is to stimulate building improvements while being mindful of the historical significance and uniqueness of the downtown structures. Replacing damaged, boarded or bricked-up windows, improving main and upper level storefronts, repainting or removing paint from buildings that have been previously painted are all considered to be important priorities for this area. Attractive building appearances (aesthetics) have been proven to increase property values, improve the marketability of space within the buildings and attract new businesses, residents and visitors to an area.

The Façade Improvement Grant is a reimbursement program and requires that the building owner or tenant contribute a minimum of 50% of the total cost of the renovation project. The maximum grant amount will be \$10,000, paid upon successful completion of the project; however, applicants may request any amount less than \$10,000.

This program is funded on an annual basis through revitalization funds received by the City of Morristown from the United States Department of Housing and Urban Development. Grant funds will be disbursed on a first come-first served basis as long as funds are available for the program. Approval of applications will be considered based on strength of proposals and readiness to begin work. **All work must be able to be completed no later than March 31, 2010.**

**The 2009-2010 Façade Improvement Grant program is currently closed to new applications. An announcement will be made regarding the 2010-2011 program in April 2010.**

## **Links**

[Façade Improvement Grant Program Summary & Application](#)

[Introduction to Federal Tax Credits for Rehabilitating Historic Buildings Main Street Commercial Buildings](#)

[Secretary of the Interior's Standards for the Treatment of Historic Properties](#)

[Sherwin-Williams Historic Color Palettes](#)