FAÇADE IMPROVEMENT PROGRAM

SECTION 1: APPLICATION PROCESS

SECTION 2: APPLICATION & CHECKLIST

Façade Improvement Guidelines

PROGRAM OVERVIEW & PURPOSE

The purpose of the Façade Improvement Program ("Program") is to improve the appearance of deteriorating existing commercial buildings within the Façade Improvement Program Area. The Program's mission is to encourage private investment in building facade improvements that support downtown revitalization, enhance aesthetic appeal, and contribute to increased business traffic and economic vitality.

This Program is administered by the Development Services Department, with the Economic Development Advisory Board providing support and recommendations regarding program goals and economic development priorities. Development Services staff will maintain the program guidelines, application materials, and program documentation, as well as manage the budget and activities of the Façade Improvement Program.

The Façade Improvement Program supports the City Council's Strategic Priorities related to economic development, downtown revitalization, support for local businesses, and community beautification. The Program also advances goals and policies of the Page 2040 General Plan related to enhancing downtown character, strengthening support for local businesses, and encouraging continued investment in existing commercial properties.

GOALS

The Façade Improvement Program is intended to support a revitalized commercial area that encourages economic growth, private investment, and improvements to the overall appearance of existing downtown commercial properties. While the primary goal is to improve commercial building façades, the Program also supports local businesses and broader downtown revitalization efforts.

Goals of the Program

1. Visually improve commercial façades within the Façade Improvement Program Area.

2. Encourage high-quality property improvements, private investment, and beautification.
3. Enhance or restore architectural elements of existing commercial buildings.

ELIGIBILITY CRITERIA

The Program is intended to support locally owned and independently operated small businesses. National and regional chain businesses and franchises are not eligible for funding.

Eligible Participants

Eligible participants include property owners and tenants of commercial buildings within the Façade Improvement Program Area. Tenants must have written owner authorization to participate in the Program. Applicants are responsible for ensuring all required permits and approvals are obtained where applicable.

A property owner, business owner, or affiliated ownership entity may receive no more than one grant award per fiscal year. A commercial property or business location may receive no more than one façade improvement grant in any two-fiscal-year period, regardless of changes in business or property ownership. Additional applications from the same owner, business, affiliated entity, or location may be considered only if funding remains available after all other eligible applications have been considered.

Retroactive Eligibility

The Façade Improvement Program may reimburse qualifying façade improvements completed prior to application, provided the improvements were completed on or after January 1, 2023, comply with applicable City requirements and all Program requirements, and are approved by the City for reimbursement. Retroactive reimbursements shall be limited to no more than 50% of the total Program funding available for the fiscal year. Any unused portion of the retroactive funding allocation may be made available for other eligible Program applications. Retroactive eligibility is intended to recognize prior private investment that supports the goals of the Program.

Project Requirements

All projects shall comply with applicable City of Page building, zoning, fire, and other applicable codes and requirements. Required permits, inspections, and licensed contractors shall be utilized where required. Improvements must be permanent to the structure or façade and remain with the property. If City Code violations exist on the property, the owner or tenant may apply to the Program; however, no reimbursement will be issued until all applicable violations have been corrected.

Deed of Easement Requirement

As a condition of receiving grant funding, the property owner shall execute and record a Deed of Easement with the Coconino County Recorder's Office. The easement requires improvements funded through the Program to be maintained for a period of ten (10) years

and is intended to ensure the continued benefit of the City's investment in the property. The City will provide the required form, and the applicant will be responsible for the $30 applicable recording fee.

Architectural and Design Guidelines

Proposed projects shall comply with applicable provisions of City of Page Zoning Code §152.027(E), Commercial, Mixed-Use and Multi-Family Site and Architectural Design Guidelines, as well as other applicable City codes and adopted standards. Development Services will review proposed improvements for compliance with applicable zoning, building, signage, lighting, and other City requirements.

Building Façade and Eligible Elevations

For purposes of the Façade Improvement Program, the primary focus is the building elevation facing a public street or primary customer entrance. The City of Page Zoning Code defines a Building Façade as "an exterior building elevation."

Side and rear building elevations may also be considered eligible when they are prominently visible from a public street, alley, parking area, or other publicly accessible area, including corner lots and buildings with multiple public-facing elevations.

Painting, repair, restoration, and similar exterior improvements may include multiple eligible building elevations when necessary to provide a consistent and complete appearance.

Building-mounted improvements, including signs, awnings, canopies, and exterior lighting, may be located on any eligible building elevation, provided the improvement is permanently attached to or integrated with the building and complies with applicable City requirements. The Zoning Code defines a wall sign as a permanent sign directly attached to the façade or face of a building and defines a canopy/awning as an overhang projecting from a wall or roof of a structure.

Eligible Projects

- **Exterior Painting and Façade Repair:** Repair or replacement of deteriorated stucco, masonry, brick, stone, siding, fascia, storefront finishes, and other exterior building materials; murals (new and restoration).
- **Architectural Trim and Decorative Façade Elements:** Restoration or replacement of architectural trim and decorative façade features.
- **Building-Mounted Exterior Signage:** Replacement, rehabilitation, or substantial upgrade of existing building-mounted exterior signage. A substantial upgrade may include redesign, restoration, improved materials, updated lighting, improved placement, or better integration with the building façade. Routine rebranding or replacement solely due to a change in business ownership or tenancy is not considered a substantial upgrade.

- **Canopies and Awnings:** Repair, restoration, replacement, or installation of permanent canopies and awnings attached to and integrated with the building façade.
- **Exterior Doors and Windows:** Repair, restoration, replacement, or installation of exterior doors, storefront windows, and display windows that improve the appearance or function of the building façade.
- **Exterior Façade and Display-Window Lighting:** Repair, replacement, or installation of building-mounted exterior lighting or display-window lighting that enhances the appearance of the façade and complies with applicable City lighting requirements.
- **Outdoor Dining Improvements:** Permanent improvements directly attached to or integrated with the building façade or an approved outdoor dining area, including permanent railings or decorative enclosures. Improvements must be located on private property and comply with applicable City requirements. Furniture, heaters, and other non-permanent improvements are not eligible.

Ineligible Projects

- **Temporary or Portable Improvements:** A-frame signs, portable signs, chairs, benches, outdoor furniture, portable heaters, fans, temporary wind screens, portable misting systems, and other non-permanent improvements.
- **Site Improvements:** Landscaping and other site improvements not directly associated with the building façade.
- **Parking and Paving Improvements:** Parking lot paving, resurfacing, striping, curbing, and similar parking-area improvements.
- **Mechanical and Utility Equipment:** Evaporative coolers, HVAC equipment, antennas, satellite dishes, and similar mechanical or utility equipment not part of an eligible façade improvement.
- **Service and Utility Enclosures:** Trash enclosures, dumpster screens, utility screening, and similar service-area improvements, even when attached to the building.
- **New Construction and Major Building Work:** New building construction and roof repairs, except portions directly associated with a new or renovated façade.
- **Interior Improvements:** Interior work or improvements.
- **Detached Signage:** Billboards, freestanding signs, monument signs, pole signs, and other signage not mounted to the building.
- **Routine Business Signage Changes:** New-business signage or rebranding that does not constitute a substantial upgrade to existing building-mounted signage.

Funding

The City Council approved $100,000 in funding for the Façade Improvement Program for Fiscal Year 2026–2027. The Program is funded through the City of Page General Fund. Funding is limited and subject to availability

The Program will reimburse up to 50% of eligible project costs, with a minimum eligible project cost of $1,000 and a maximum reimbursement of $15,000 per approved project. Applicants are responsible for all project costs exceeding the approved City reimbursement. Reimbursements are subject to available Program funding. Grant awards are subject to verification of project eligibility, eligible costs, required applicant contribution, and compliance with all Program requirements.

No more than 50% of the total Program funding available for the fiscal year may be awarded to retroactive projects. Any unused portion of the retroactive allocation may be made available to other eligible projects.

Applications must be received no later than **5:00 p.m. MST on March 1, 2027**. Approved projects must be completed and all required reimbursement documentation submitted no later than **5:00 p.m. MST on June 1, 2027**, unless otherwise authorized by the City.

Funding Examples

Total Project Cost	Maximum City Reimbursement	Applicant Contribution
$1,000	$500	$500
$10,000	$5,000	$5,000
$30,000	$15,000	$15,000
$40,000	$15,000	$25,000

FAÇADE IMPROVEMENT PROGRAM AREA

APPLICATION PROCESS

STEP 1 » Complete and submit application

Applicants shall submit a completed application, including all required supporting documentation identified in the application checklist, to the Development Services Department. Applications may be submitted in person or by email:

City of Page Development Services Department
Attn: Sylvia Shaffer, Development Services Director
697 Vista Avenue
P.O. Box 1180
Page, AZ 86040
Phone: 928-645-4261
Email: sshaffer@pageaz.gov

STEP 2 » Application review

Development Services staff will review each application for completeness, eligibility, and compliance with Program requirements. Applications will be processed on a first-in, first-out basis based on the date the application is determined to be complete and is subject to available Program funding.

Development Services will make every effort to complete its initial review within 10 business days of receipt. If additional information or documentation is required, the applicant will be notified. An incomplete application will not be considered eligible for funding until all required information has been submitted.

Once an application is determined to be complete, it may be forwarded to the Façade Improvement Program Review Committee (FIPRC) for review and comment, as applicable.

Staff will verify:

a. Project eligibility
b. Proposed scope of work and design plan
c. Compliance with Program guidelines and applicable City codes and development standards
d. Total eligible project costs and required applicant contribution

STEP 3 » Award notification

Applicants approved for funding will receive written notification of the award, including the approved project scope and maximum reimbursement amount**.** Approval is subject to continued compliance with all Program requirements.

Retroactive reimbursement may be approved for qualifying improvements completed within the eligible reimbursement period established by the Program and is subject to the retroactive funding limitation and availability of Program funds**.**

STEP 4 » Execute and record Deed of Easement

Prior to the issuance of grant funds, the property owner shall execute the required Deed of Easement and associated agreement. The easement shall be recorded with the Coconino County Recorder's Office **prior to reimbursement**.

STEP 5 » Submit reimbursement documentation

Applicants must submit copies of paid invoices, receipts, canceled checks or other acceptable proof of payment, contractor lien waivers, if applicable, and photographs of the completed improvements. Documentation must clearly identify the eligible work completed under the approved application.

STEP 6 » Development Services inspection

Development Services staff will inspect completed improvements to verify compliance with the approved application and Program requirements. This inspection does not replace or supersede any required building, fire, zoning, or other applicable City inspections.

STEP 7 » Reimbursement

Once all required documentation has been received, the required Deed of Easement has been recorded, and the final Program inspection has been completed, the applicant will be reimbursed up to the approved grant amount.

Approved projects must be completed and all required reimbursement documentation submitted no later than **June 1, 2027**, unless otherwise authorized by the City.

FIP APPLICATION & CHECKLIST

Application Date: _____

Application Complete:_____

APPLICANT INFORMATION

Applicant name: _____

Business name: _____

Applicant mailing address: _____

_____

Applicant phone: _____

Applicant email: _____

Is the applicant the property owner?

☐ **Yes**
☐ **No** — If no, please have the property owner complete the Property Owner Information and Property Owner Authorization sections below.

PROJECT PROPERTY INFORMATION

Project property address: _____

How many years has the business operated at this location? _____

Number of current employees: _____

Anticipated number of employees added as a result of the improvements, if any: _____

PROPERTY OWNER INFORMATION

Complete only if the applicant is not the property owner.

Property owner name: _____

Property owner mailing address: _____

_____

Property owner phone: _____

Property owner email: _____

PROPERTY OWNER AUTHORIZATION

Required if the applicant is not the property owner.

I am the owner of the property identified in this application. I have reviewed the proposed improvements and authorize the applicant to apply for funding through the City of Page Façade Improvement Program and, if approved, to complete the improvements described in this application.

Property owner signature: _____

Date: _____

PROJECT INFORMATION

Proposed improvements — check all that apply:

☐ Exterior Painting and Façade Repair
☐ Architectural Trim and Decorative Façade Elements
☐ New Murals or Restoration/Retouching of Existing Murals
☐ Building-Mounted Exterior Signage
☐ Canopies and Awnings
☐ Exterior Doors and Windows
☐ Exterior Façade and Display-Window Lighting

☐ Outdoor Dining Improvements
☐ Other: _____

Is this application for a retroactive project?
☐ Yes
☐ No

If yes, date improvements were completed: _____

Anticipated start date:

Anticipated completion date:

Proposed total project cost: $_____

Requested City reimbursement: $_____

Applicant contribution: $_____

PROJECT NARRATIVE

Provide a description of the proposed project, including the improvements to be completed and how the project will improve the appearance, condition, or functionality of the building façade. Be as detailed as possible and attach additional photographs, drawings, renderings, or other supporting documentation as necessary.

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Appendix A-Deed of Easement Template

DEED OF EASEMENT

_____

CITY OF PAGE
(Date)

Coconino County Assessor Parcel No. _____

(Cover Sheet for Recording Purposes Only)

DEED OF EASEMENT

This Deed of Conservation Easement (the "Easement") is made as of the ____ day of _____, 2026, - by and between _____, (the "Property Owner"), whose principal address is _____, Page, Arizona 86040, and the City of Page, a municipal corporation organized and existing under the laws of the State of Arizona ("City").

RECITALS

A. City is a corporation whose powers include economic development and protecting the general welfare, health, and safety of the community.

B. The Property Owner is the owner in fee simple of that certain property located in the City of Page, Arizona, commonly known as the _____, _____, Page, Arizona, Coconino County Assessor Parcel No. _____ and which is more particularly described in Exhibit "A" attached hereto and made a part hereof (the "Property").

C. The Property Owner herein agrees to 1) rehabilitate or renovate _____ ("Façade Improvements") in accordance with the Scope of Work in the approved application #_____, all building permits, applicable codes and regulations; 2) maintain the Façade Improvements to keep them in good order, reasonable wear and tear excepted for a minimum of ten (10) years; and 3) convey to the City a conservation easement covering the Façade Improvements.

D. In order to effectuate these obligations, the Property Owner desires to convey to City and City desires to accept a conservation easement covering the Façade Improvements.

AGREEMENT

NOW, THEREFORE, the Property Owner and City hereby agree as follows:

1. Grant of Easement. The Property Owner does hereby irrevocably convey unto City a conservation easement, in gross commencing on the date this Deed of Easement is fully executed (the "Effective Date") for a term of ten (10) years (the "Term"), in and to the Façade Improvements.

2. Property Owner's Covenants. In furtherance of the easement herein granted, the Property Owner hereby covenants and agrees with City as follows:

2.1 Contribution by Property Owner. Pursuant to the terms of the City Façade Improvement Program, Property Owner will fund the rehabilitation or renovation of the Façade Improvements in accordance with the Scope of Work in the approved application #_____, all building permits, applicable codes and regulations.

2.2 Maintenance of the Facades. During the term of the Easement, the Property Owner will maintain the Façade Improvements in a good and sound state of repair so as to prevent the deterioration of the Façade Improvements or any portion thereof. Subject to the casualty provisions of Paragraph 4 below, this obligation to maintain shall require replacement, repair and reconstruction accordingly within a reasonable time whenever necessary to have the external nature of the Façade Improvements at all times appear to be the same as the rehabilitated facade, reasonable wear and tear excepted.

2.3 Inspection. In order to periodically observe the Façade Improvements, representatives of City shall have the right to enter the Property to inspect the exterior . This inspection will be made at a time mutually agreed upon by the Property Owner and City.

3. Warranties and Representations of the Property Owner. The Property Owner hereby represents and warrants to City as follows:

3.1 Information Furnished, True and Correct. All information given to City by the Property Owner in order to induce City to accept this Easement, including all information contained in this Easement, is true, correct and complete.

3.2 Legal, Valid and Binding. This Easement is in all respects, legal, valid and binding upon the Property Owner and enforceable in accordance with its terms, and grants to City a direct, valid and enforceable conservation easement upon the Façade Improvements.

3.3 No Impairment of Conservation Easement. The Property Owner, for himself, his heirs, personal representatives, and assigns, has not reserved, and to his knowledge, no other person or entity has reserved, any rights, the exercise of which may impair the conservation easement granted herein.

4. Application of Insurance Proceeds. Subject to the insurance proceeds requirements of any recorded Deed of Trust or Mortgage applicable to the Property, if any, in the event of damage or destruction of any of the Façade Improvements resulting from casualty, the Property Owner agrees to apply any and all available insurance proceeds and donations to the repair and reconstruction of the damaged Façade Improvements. In the event City determines, in its reasonable discretion, after

reviewing all bona fide cost estimates in light of all available insurance proceeds and other monies available for such repair and reconstruction, that the damage to the Façade Improvements is of such magnitude and extent that repair and reconstruction of the damage would not be possible or practical, then the Property Owner may elect not to repair or reconstruct the damaged Façade Improvements. Notwithstanding the foregoing, in the event City notifies the Property Owner in writing that City has determined that repair and reconstruction of the damaged Façade Improvements is impossible or impractical and that the damaged Façade Improvements present an imminent hazard to public safety, the Property Owner will at his sole cost and expense raze the damaged Façade Improvements and remove all debris, slabs, and any other portions and parts of the damaged Façade Improvements within the time period required by City to protect the health, safety and welfare of the public, unless the Property Owner has commenced and is diligently pursuing repair or reconstruction of the damaged structures. Upon razing of the damaged portion of the Façade Improvements, City shall release any interest it has in the insurance proceeds for the damaged Façade Improvements. Nothing in this paragraph is intended to supersede or impair the rights to insurance proceeds of a lien holder pursuant to a recorded Deed of Trust or Mortgage applicable to the Property.

5. Indemnification. The Property Owner covenants to pay, protect, indemnify, hold harmless and defend City at the Property Owner's sole cost and expense from any and all liabilities, claims, costs, attorney's fees, judgments or expenses asserted against City, its employees, agents or independent contractors, resulting from actions or claims of any nature arising out of the conveyance, possession, administration or exercise of rights under this Easement, except in such matters arising solely from the negligence of City, its employees and agents.

5.1 Survival of Indemnification. The obligations of the Property Owner under this indemnification shall continue beyond the term of this Easement as to any claim made against the City based upon any event occurring during the term of the easement, but only for a period of two (2) years after the term expires.

5.2 Explanation of Indemnification. For purposes of explanation of Paragraph 5 only, and without in any manner limiting the extent of the foregoing indemnification, the Property Owner and City agree that the purpose of Paragraph 5 is to require the Property Owner to bear the expense of any claim made by any third party against City, which arises because the City has an interest in the Property as a result of this Easement. The Property Owner will have no obligation to City for any claims which may be asserted against City as a direct result of City's intentional misconduct or gross negligence.

6. Default/Remedy. In the event the Property Owner (a) fails to perform any obligation of the Property Owner set forth herein or otherwise comply with any

stipulation or restriction set forth herein, or (b) any representation or warranty of the Property Owner set forth herein, is determined to have been untrue when made, in addition to any remedies now or hereafter provided by law and in equity, City, or its designee, following prior written notice to the Property Owner, may at its sole discretion (i) institute suit(s) to enjoin such violation and to require the restoration of the Façade Improvements to the condition and appearance required under this Easement, or (ii) enter upon the Property, correct any such violation, and hold the Property Owner responsible for the cost thereof, or (iii) revoke City's acceptance of this Easement.

7. Waiver. The exercise by City or its designee of any remedy hereunder shall not have the effect of waiving or limiting any other remedy and the failure to exercise any remedy shall not have the effect of waiving or limiting the use of any other remedy or other use of such remedy at any other time.

8. Effect and Interpretation. The following provisions shall govern effectiveness and duration of this Easement:

8.1 Interpretation. Any rule of strict construction designed to limit the breadth of restriction on alienation or use of property shall not apply in the construction or interpretation of this Easement, and this Easement shall be interpreted broadly to affect the transfer of rights and restrictions on use herein contained.

8.2 Violation of Law. Nothing contained herein shall be interpreted to authorize or permit the Property Owner to violate any ordinance or regulation relating to building materials, construction methods or use, and the Property Owner agrees to comply with all applicable laws, including, without limitation, all building codes, zoning laws and all other applicable laws and regulations. In the event of any conflict between any such laws and the terms hereof, the Property Owner promptly shall notify City of such conflict and shall cooperate with City and the appropriate authorities to accommodate the purposes of both this Easement and such ordinance or regulation.

8.3 Amendments and Modifications. For purposes of furthering the preservation of the Façade Improvements, and to meet changing conditions, the Property Owner and City are free to amend jointly the terms of this Easement in writing without notice to any party; provided, however, that no such amendment shall limit the terms or interfere with the conservation purposes of this Easement. Such amendment shall become effective upon recording the same among the land records of Coconino County, Arizona, in the office of the County Recorder.

8.4 Recitals. The above Recitals are incorporated herein by this reference.

8.5 Time of the Essence. Time is of the essence in the performance of each and every term and condition of this Easement by the Property Owner.

8.6 Feminine and Masculine. For purposes of this Easement, the feminine shall include the masculine and the masculine shall include the feminine.

8.7 Entire Agreement. This Agreement constitutes the entire understanding and agreement of the parties with respect to the subject matter herein. All prior and contemporaneous understandings, representations and agreements, oral or written, unless otherwise expressly stated herein, are hereby superseded and are of no further force and effect.

IN WITNESS WHEREOF, the Property Owner and City executed this Easement as of the date first above written, which Easement shall be effective immediately upon such execution.

RECIPIENT

By:_____

STATE OF ARIZONA)
) ss.
County of Coconino)

SUBSCRIBED AND SWORN TO before me this _____ day of _____, 2026, by _____.

_____
Notary Public

My Commission Expires: _____

ACCEPTED, CITY OF PAGE

By:_____
City Manager

APPROVED AS TO FORM:

_____
City Attorney

EXHIBIT "A"

LEGAL DESCRIPTION OF PROPERTY