



WESTFIELD  
DEVELOPMENT CORPORATION

*First Impressions*

# FACADE IMPROVEMENT GRANT PROGRAM



## Guidelines and Application Process

Westfield Development Corp.

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## PROGRAM INTRODUCTION

The Westfield Development Corporation (WDC) First Impressions Façade Improvement Grant Program is the result of a partnership with the Chautauqua County Partnership for Economic Growth and the Village and Town of Westfield. The Façade Improvement Grant Program is designed to stimulate investment in commercial buildings with first-floor storefront businesses. To encourage the economic vitality and commercial viability of storefront businesses, the WDC will share the costs of improving commercial façades with grants of up to \$6,000 for façade improvement projects that meet the program eligibility criteria. The Façade Improvement Program hopes to accomplish the following goals:

1. Visually improve storefronts and streetscapes;
2. Enhance prominent retail and commercial areas; and
3. Rehabilitate or replace historic features.

The Façade Improvement Grant Program will be awarded on a first-come, first-served basis to eligible applicants whose projects meet the façade improvement eligibility criteria described below. Projects may include certain exterior façade improvements to first-floor commercial storefront retail, restaurants, or service businesses.

**Applications will be accepted through July 31, 2026.**

## PROGRAM ELIGIBILITY AND FUNDING

### Applicant Eligibility

Applicants must meet the following eligibility criteria:

- **Building owners:** owners of commercial or mixed-use buildings located in a designated business district
- **Business owners:** owners of a retail, food or service business located within a designated business district. Tenants must provide written acknowledgment from the building owner if their application involves renovations to the building.
- All applicants must be current on all County, Town, Village, and School real property taxes in order to be eligible to participate.
- All applicants should discuss the project with Don McCord, Westfield Development Corporation Executive Director, before applying.

### Funding and Project Eligibility

The Westfield Development Corporation appropriated \$30,000 for this limited-period reimbursable Façade Improvement Grant Program. The Façade Improvement Program incentivizes existing and new businesses to improve their facades and supports commercial spaces by enhancing curb appeal. The program includes the following elements:

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- Façade Improvements:** The Façade Improvement Grant Program will provide 50% matching Westfield Development Corporation grant funds to Grantees, in an amount not to exceed \$6,000. A business or property owner can pursue a one-time, one-tier grant for a single improvement project. Façade Improvements will be reimbursed according to the tiered system shown in Table 1:

**Table 1: Façade Improvement Tiers**

Tier	Type of Façade Improvements	Maximum Grant Matching Amount
Tier 1	<b>Non-architectural improvements:</b> New signs, sign removal, storefront window displays	\$750
Tier 2	<b>Non-architectural improvements:</b> Awnings	\$2,000
Tier 3	<b>Architectural improvements:</b> Window or door refurbishment/replacement, exterior painting	\$4,000
Tier 4	<b>Architectural improvements:</b> Historic features restoration or major transformational impact project,	\$6,000

**Project Eligibility (Continued)**

*Projects undertaken prior to receiving formal approval will not be eligible for funding.* If project funding is awarded, the final scope of work must be approved by the Westfield Development Corporation before construction can begin. All improvements must follow the Village and Town Design Guidelines or Sign Requirements (available at <https://westfieldny.com/village-building-code-enforcement/village-building-code-enforcement> ) to ensure compatibility with the existing business districts, helping to create a uniform and coordinated streetscape that is attractive and functional.

Depending on your scope of work, you may need to apply to the Village or Town for a building permit. If your project includes any signage, you will need to apply to the Village or Town for a signage permit. Façade modifications within the Village require architectural review in the Main Street B-1, B1-A, and B-2 Districts. While permits do not need to be submitted with your First Impressions Program application, they must be in place before any work can begin.

**Reimbursement**

Funds shall not be provided in advance of construction or project completion. Once the applicant provides verification that the work has been completed, reimbursement will be processed. Applicants must document project expenditures to receive reimbursement. Proof of payment to the contractor/vendor is required in the form of an invoice and a canceled check or credit card statement. Cash payments are not an acceptable form of payment and cannot be reimbursed. The WDC will only reimburse those costs deemed to be reasonable and appropriate to complete the project, which was approved and agreed to. Personal labor by the business or property owner is not a reimbursable project cost.

**The maximum grant value will not exceed \$6,000.**

For example, if the total project cost is \$12,000 or more, the Grantee may be reimbursed the maximum grant award of \$6,000 (after the project is complete, and a reimbursement request is submitted and approved).



## APPLICATION AND REVIEW PROCESS

The Façade Improvement Grant Program is a limited-period program. Grants will be awarded on a first-come, first-served basis, based on district impact and funding availability to eligible applicants whose projects meet the façade improvement eligibility criteria. If an application is denied, the Westfield Development Corporation Office will notify the applicant and specify the reason for disapproval. Approved projects will receive a written commitment letter detailing any supplemental information needed. The WDC Executive Director will meet with the applicant to review the proposed project and confirm the scope of work prior to executing a grant agreement. Once a grant agreement is in place, the project can begin. Approved projects must be started within 30 days of receiving local permit approvals and entering into a grant agreement with the WDC, and completed within 4 months unless a written extension is granted by the WDC for extenuating circumstances. Grant awards may be revoked if the project is not underway within 30 days.

1. **Review Program guidelines.** Review the guidelines and application form, available online at , <https://westfieldny.com/doing-business/economic-development>, to understand the program goals, eligibility criteria, and process.
2. **Submit a completed application.** Property owner and/or business owner must submit the following to the Westfield Development Corporation. The application will include:
  - Applicant information, site information, and an acknowledgement / signature;
  - If applicant is a tenant, application must include the property owner’s signature;
  - Project information and scope of work details;
  - Vendor/contractor estimates;
  - Photos or drawings of existing conditions.
  - Copy of the applicant’s business license.

Send the completed application to [dmccord@westfieldny.com](mailto:dmccord@westfieldny.com). Alternatively, deliver a completed application to the Westfield Development Corporation at 31 East Main Street, Westfield, NY 14787.

3. **WDC staff will review applications.** A committee of will review applications and follow up with applicants to discuss the scope of work. The committee may approve, disapprove, or approve with conditions. Staff will advise grantees on the permitting requirements once review is complete. Program applications will be reviewed on a first come, first serve basis, and evaluated based on the fulfillment of the program goals.
4. **Selection of grantees and contract.** Once the grant is awarded, the grantee must enter into an agreement with the Westfield Development Corporation to carry out the work as described in the final approved scope of work.
5. **Grantee to secure necessary Permits.** If planning or building approval is required, the grantee is responsible for submitting project plans to the respective Boards. When a building permit is required, plans must meet all Code requirements through the Building Officer.
6. **Complete the work.** After receiving all required approvals and permits, the grantee shall complete the improvements within six (6) months or within the timeline designated within the agreement. The applicant is responsible for contacting the WDC to request an extension if necessary (an extension is not guaranteed). All permits must have completed final inspections prior to reimbursement.
7. **Standard reimbursement request process.** Grantee must submit all documentation as required within 30-days of project completion or planning/building permit approval. Documents for reimbursement include proof of payment, such as invoices and receipts. The request for reimbursement will need to include an itemized list of all expenses and corresponding receipts or proof of payment as documentation .



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