



North Carolina
Main Street

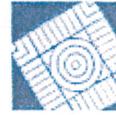
Façade & Capital Improvement Programs

Historic Downtown Wilkesboro (HDW) Small Town Main Street Program



**Revised August 2012*

The Value of Main Street



Main Street has changed the definition of “economic development.” Today it is widely understood that the reason we do downtown revitalization is the same reason we do the industrial park – jobs, new businesses, expanded businesses, loan demand, increased tax revenues, additional local income. But here’s the kicker – while a successful industrial park doesn’t make a downtown more successful, a successful downtown is a great asset for the industrial park.

- Donovan D. Rypkema



FAÇADE IMPROVEMENT & CAPITAL IMPROVEMENT INCENTIVE OVERVIEW



The Wilkesboro Town Council & the Historic Downtown Wilkesboro Main Street Committee has created the **Façade Improvement** and **Capital Improvement Program** as an additional financial Incentive to stimulate investment and re-investment in and around Historic Downtown Wilkesboro.

To be eligible for funding made available through the above mentioned programs, applicants must be located within the Local Historic Downtown District and/or Central Business District. It is important to note, a Capital Improvement Grant can be used in conjunction with a Façade Improvement Grant. Both programs are specifically designed to encourage property and business owners to make improvements to their building(s) and/or business operations.

The **Façade Improvement Program (FIP)** is designed to encourage improvements to the front entrance façades of commercial buildings within and around historic downtown. This incentive-based measure will spur, encourage and provide economic inducement for 1) renovation, 2) restoration, and 3) preservation of commercial building facades in order to provide more aesthetically appealing Main Street storefronts and associated streetscapes;

The **Capital Improvement Program (CIP)** is designated for any improvements that would enhance the functionality of the commercial buildings in and around Historic Downtown Wilkesboro. These improvements could include, but are not limited to, roof repair or replacement, electrical work including upgrading HVAC repairs and replacement, energy efficiency upgrades, improving restroom facilities, flooring, and structural repairs.

These grants are not limited to property owners; business owners may utilize them as well. However, the business owners must have the property owner's written consent prior to any work being done and the written consent must be included in the attached application. Both grants mentioned above have a required match of 50% with a maximum request of \$3,500 per program.

**When applicable, property owners may use these grants along with other incentives such as Historic Tax Credits.*



FAÇADE AND CAPITAL IMPROVEMENT PROGRAMS

GRANT GUIDELINES



North Carolina
Main Street

WHAT IS A FAÇADE?

A facade is defined as the public face of a building regardless of the number of stories. Each storefront of a building can be considered a façade depending on the building and business setup. In special circumstances the rear of a building may also be considered for a façade grant, with priority given to the main entrance of a building.

WHO IS ELIGIBLE?

Property and/or business owners located in Historic Downtown Wilkesboro and/or the Central Business District are eligible for these grant programs. Private dwellings are not eligible unless they originally functioned as commercial buildings and were later converted. Either the property owner or the business tenant of a building may submit an application, or an owner and tenant may apply jointly. Even though only up to **\$3,500** (**per program*) will be awarded, the application should encompass all improvements anticipated during the project. Including all work will enhance the project's return on investment for the town in turn making the application more competitive during the review process.

PURPOSE OF FAÇADE IMPROVEMENT PROGRAM

The Façade Improvement Program (FIP) is designed to encourage improvements to the front entrance façades of commercial buildings within and around historic downtown. This incentive-based measure will spur, encourage, and provide economic inducement for 1) renovation, 2) restoration, and 3) preservation of commercial building facades in order to provide more aesthetically streetscapes.

PURPOSE OF THE CAPITAL IMPROVEMENT PROGRAM

The Capital Improvement Program (CIP) is an incentive-based measure intended to encourage and provide economic inducement for the 1) promotion of commercial building rehabilitation and maintenance, 2) provide financial assistance for rehabilitation and improvement projects, and 3) preserve and enhancement downtown building stock.

EXAMPLES OF FAÇADE IMPROVEMENTS

Facade Improvements may include, but are not limited to the following:

- Removal of false fronts (metal canopies and additions that detract from a building's historical and architectural character)
- Safe cleaning of brick storefronts (chemical stripping, scraping, and water wash - power washing and sand blasting is not recommended)
- Exterior painting (no initial painting of unpainted masonry is covered)
- Historic reconstruction (storefront, door, or window repair or replacement, masonry re-pointing, etc.)
- Awning installation or repair
- Structural repairs to façade of building
- Approved sign and/or exterior lighting installation (simple sign changes are eligible but by themselves will be given low priority).
- Landscaping installation and maintenance are eligible but by themselves will be given low priority

EXAMPLES OF CAPITAL IMPROVEMENTS:

Capital Improvements may include, but are not limited to the following:

- New HVAC
- Energy efficiency measures
- New electrical systems and wiring
- Roofing

- Installation of handicap accessible bathrooms
- Flooring improvements
- Structural repairs
- Up-fitting the interior which could include:
 - Improving lighting
 - Re-installing walls that have been removed
 - Repairing stairways or re-installing stairways
 - Up-fitting or putting back into use an elevator
 - Installation of an elevator

REQUIREMENT CRITERIA:

Projects shall:

- Meet applicable zoning and code requirements.
- Comply with the grant guidelines.
- Receive approval from the grant program review committee prior to beginning work.
- Receive Certificate of Appropriateness (COA) approval from the Town of Wilkesboro Historic Preservation Commission (HPC) prior to beginning work (*if applicable).
- Adhere to the guidelines and suggestions made by the grant review committee and HPC.
- The property owner's **written consent** for any improvement must be submitted with the application.

If the tenant is applying for the grant he/she cannot be approved until the property owner has submitted in writing his/her approval of the project and has agreed to the terms and conditions of paying for the improvements. If a building has multiple units, each tenant may apply separately. Where a single tenant occupies multiple units the tenant is eligible for one application per improvement project.

The applicant takes full responsibility to ensure all work and reimbursements are done in the manner and spirit in which this program was intended for. A property does not have to be occupied at the time a grant Improvement application is submitted.

Exterior improvements **must not** be to the detriment of architectural features and should in fact be improvements which will help preserve the architectural integrity of the property. Priority consideration will be given to proposals that make highly visible and significant design contributions, and which contribute to the program goal of preserving the architectural, historical, and commercial character of Historic Downtown Wilkesboro and the Central Business District.

APPLICATION:

Applications should include before photographs, proposed plans, sketches, specifications, color choices, method of cleaning, property owner approval signature and copies of two cost estimates (covering labor and material).

The Review Committee will review all grant Improvement applications for final approval. Each applicant is encouraged to seek the services of the State Historic Preservation Office (SHPO) (252-830-6580) before an application is completed and designs are planned. Each applicant will receive a letter notifying him/her of approval (or denial) of application, and notifying of any permit requirements. Applicants have 90 days to then apply for required permit(s), if applicable, or begin work.

FUNDING:

Grants will be given on the basis of a 50/50 match between the Town of Wilkesboro and the property owner/tenant. The maximum amount awarded under this program is \$ 3,500 per façade project. A minimum of \$500 must be spent.

The final award amount is based on documentation of actual costs. Grants are paid only when the approved project is completed in accordance with the approved plans and specifications submitted with the application.

A building or rental unit may receive more than the maximum for major projects. The extra funds would have to be approved by the Wilkesboro Town Council and could only be done in unique circumstances.

POST-APPROVAL:

All approved work must be completed within six (6) months of application approval. Applicants are encouraged to inform the Planning and Community Development Department who will inform the Review Committee if the original scope of the façade improvement project changes (either the project or the projected cost of the project). If more time is needed the applicant must provide a written statement requesting extension for review and approval.

The Planning and Community Development Department will inspect and sign-off on work prior to issuance of grant award. Reimbursement checks will be processed by the Town of Wilkesboro within thirty (30) days. **IF APPLICABLE**, completed work that differs from the approved application or Certificate of Appropriateness will be disqualified for reimbursement. Upon completion and sign-off of work, copies of the approved application along with documentation of paid statement, canceled checks, receipts, etc, must be submitted to Wilkesboro Town Hall in order to claim grant payment.

FAÇADE IMPROVEMENT PROGRAM

Applicant Name: _____
(Last) (First) (MI)

Physical Address of Property: _____, Wilkesboro, NC 28697

Business or Building Name: _____

Applicant Phone: _____ Applicant Fax: _____

E-Mail: _____

I am the (check all that apply): Property Owner and/or the Business Owner

Improvement Information: On attached sheet(s) please provide a detailed description of proposed project.

Estimated Start Date of Work: _____ Estimated Date of Completion: _____

Cost of Facade Improvement: \$ _____ Amount Requested (max: \$3,500) \$ _____

Property Owner: _____; _____
Printed Name Property Owner Signature

Information below this line will be completed by the Wilkesboro Review Committee

- Approved as Submitted Approved with Modifications or Conditions
(Modifications/Conditions provided on reverse of page)
- Rejected (Reasons for rejection provided on reverse of page)

Andrew Carlton, Planning Director & STMS Chair Date: _____

Information below this line will be completed by after project completion

Payment Info: Approved for Reimbursement Rejected for Reimbursement (see reverse)

Documented Cost of Facade Improvement \$ _____

***** All documentation must be attached for reimbursement *****
No Reimbursement can be given without documentation

Town of Wilkesboro Reimbursement: \$ _____ (**\$ 3,500 maximum**).

Andrew Carlton, Planning Director & STMS Chair Date: _____

CAPITAL IMPROVEMENT PROGRAM

Applicant Name: _____
(Last) (First) (MI)

Physical Address of Property: _____, Wilkesboro, NC 28697

Business or Building Name: _____

Applicant Phone: _____ Applicant Fax: _____

E-Mail: _____

I am the (check all that apply): Property Owner and/or the Business Owner

Improvement Information: On attached sheet(s) please provide a detailed description of proposed project.

Estimated Start Date of Work: _____ Estimated Date of Completion: _____

Cost of Capital Improvement: \$ _____ Amount Requested (max: \$3,500) \$ _____

Property Owner: _____; _____
Printed Name Property Owner Signature

Information below this line will be completed by the Wilkesboro Review Committee

- Approved as Submitted Approved with Modifications or Conditions
(Modifications/Conditions provided on reverse of page)
- Rejected (Reasons for rejection provided on reverse of page)

Andrew Carlton, Planning Director & STMS Chair Date: _____

Information below this line will be completed by after project completion

Payment Info: Approved for Reimbursement Rejected for Reimbursement (see reverse)

Documented Cost of Facade Improvement \$ _____

***** All documentation must be attached for reimbursement *****
No Reimbursement can be given without documentation

Town of Wilkesboro Reimbursement: \$ _____ (\$ 3,500 maximum).

Andrew Carlton, Planning Director & STMS Chair Date: _____