

FAÇADE IMPROVEMENT GRANT PROGRAM INFORMATION AND GUIDELINES



Approved: Historic Preservation Commission 3/27/18, City Council 4/12/18 *Find yourself in good company®*

1.0 INTRODUCTION:

The architectural quality of Greenville's historic core is important to the entire city, its history, image, and economy. Proper improvements to the exterior appearances of individual buildings are encouraged and will help develop an appropriate image and foster revitalization. Therefore, it is important that an organized and coordinated approach to exterior improvements be followed. The Façade Improvement Grant ("FIG") Program is an opportunity for qualifying building owners to obtain grant funds to facilitate and accomplish these goals.

The City of Greenville has developed the following FIG Program Information and Guidelines ("Guidelines") to assist applicants in their efforts to improve or rehabilitate the exterior façades of buildings in the FIG Program eligibility area. The Guidelines will also be used by staff of the City's Community Development Department in evaluating applications for grants. Applicants who follow these Guidelines can ensure that their projects are eligible to utilize available City rehabilitation incentives and enhance the image of Greenville as a special place to work, shop, and socialize. This FIG Program is available to eligible property owners within the bounds of the FIG Program "eligibility area"; the designated area highlighted in the map on page 4.

Applications will be considered on the basis of available funds and compliance with the FIG Design Guidelines (see page 8). FIG applications are considered under an "open cycle" program, meaning that interested parties may submit applications at any time during the year provided that funds are available. All applications for the FIG Program must be received by the City of Greenville Community Development Department at least twenty (20) business days prior to the next regular meeting of the Historic Preservation Commission at which the application is to be considered. Applications and any questions should be directed to the City of Greenville, Community Development Department, Planning Division either in person at 201 West Fifth Street, Greenville, NC 27834 or by phone: (252) 329-4512, email: dcunningham@greenvillenc.gov or P.O. Box 7207, Greenville, NC 27835.

1.1 PURPOSE:

The purpose of the FIG Program is to provide an economic incentive to:

- a) Assist in the completion of substantial renovations to building façades within the core of the City's central business district;
- b) Encourage good design projects that capitalize on rehabilitation of the original fabric or design of existing properties; and
- c) Preserve the unique character of Greenville's Commercial Historic District and the Dickinson Avenue Historic District.

1.2 DEFINITIONS:

As used throughout these Guidelines, unless otherwise specified, the following definitions apply regardless of word capitalization:

Alteration

Any change because of construction, repair, maintenance or otherwise to a building located within a historic district or designated as a historic landmark.

Building

Any structure, place or any other construction built for the shelter or enclosure of persons, animals or chattels, or any part of such structure when subdivided by division walls or party walls extending to or above the roof and without openings in the separate walls.

Certificate of Appropriateness or COA

A document evidencing approval of the Commission for work proposed by an applicant in a lawfully designated historic district or landmark.

City

The City of Greenville, North Carolina.

Commission or HPC

The City's Historic Preservation Commission.

Eligibility Area

The designated geographical area defined by City Council wherein applicants are eligible to apply for and receive FIG Program proceeds as represented in the FIG Program Eligibility Area Map on page 4. See also FIG Boundary. Eligibility area and FIG Boundary are synonymous.

Exterior Architectural Features

The architectural style, general design, and general arrangement of the exterior of a building or other structure, including the color, the kind, and texture of the building material, and the type and style of all windows, doors, light fixtures, signs, and other appurtenant fixtures. In the case of outdoor advertising signs, "exterior architectural features" shall be construed to mean the style, material, size, and location of all such signs.

Façade

The face of a building; that is, the front, side, or rear elevation of a building.

Façade Grant Coordinator

The City employee from the Community Development Department who is in charge of coordinating the FIG Program.

Façade Improvement Grant Program or FIG Program

The qualifying reimbursement grant offered to an eligible applicant by the City promoting exterior rehabilitation to a building within the eligibility area.

FIG Boundary

See eligibility area. Eligibility area and FIG Boundary are synonymous.

FIG Design Guidelines

The criteria that are considered by the Commission when considering and deciding upon an applicant's proposed change to a building in a FIG application.

FIG Program Information and Guidelines or Guidelines

The entirety of this document.

Grant Workshop

A public meeting organized by City staff to review with multiple applicants the Guidelines and/or FIG Program application process. Grant workshop shall also mean a pre-application meeting between an applicant and City staff organized by City staff to review the Guidelines and/or FIG Program application process.

Historic District

An area containing buildings, structures, or places which have a character and ambience being of special significance in terms of its history, prehistory, architecture, or cultural importance; and possesses integrity of design, setting, material, feeling, and association; and is lawfully designated as an historic district by an ordinance of the City Council.

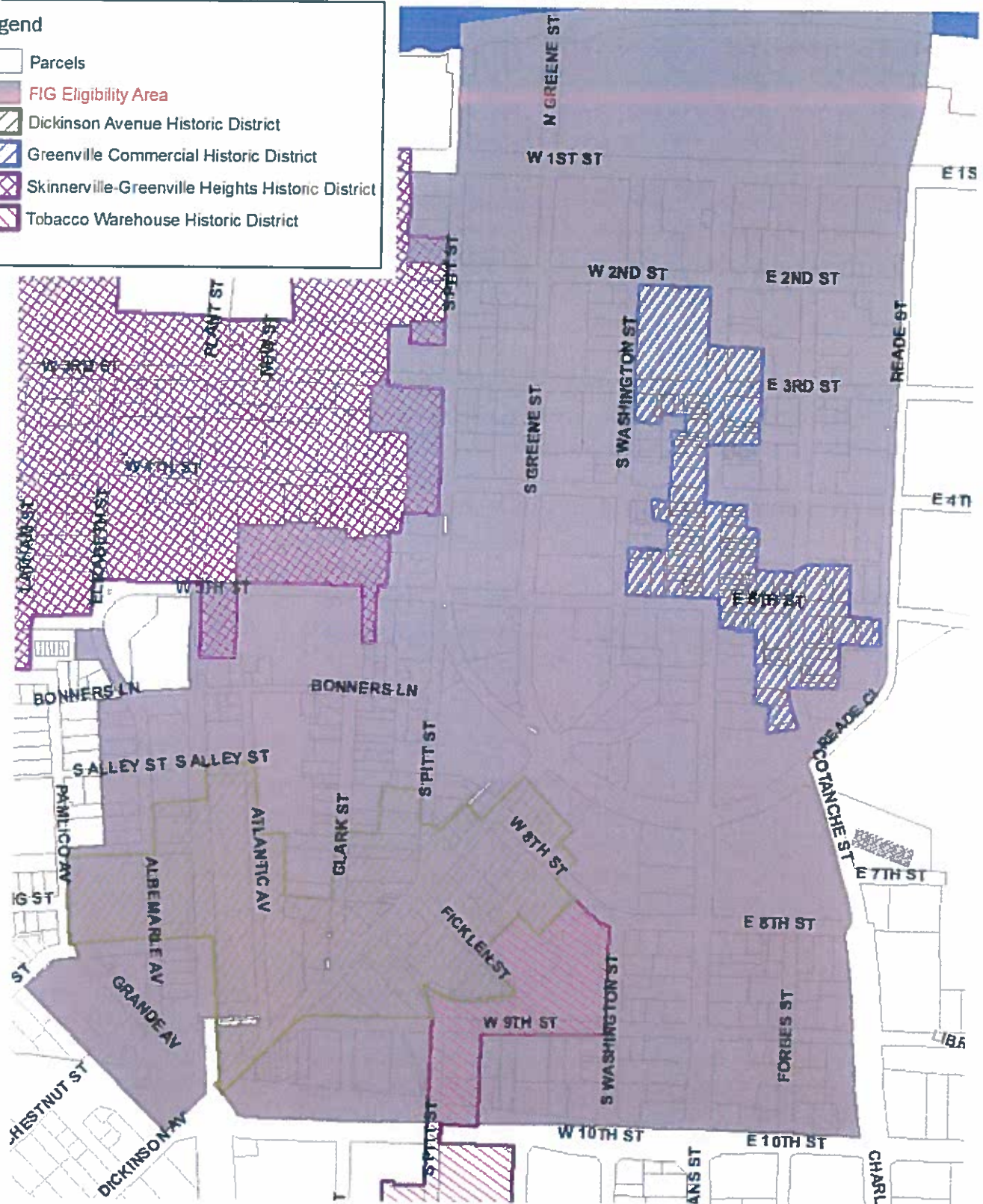
Historic Landmark

Any site, landmark, structure, or artifact which is found to be of special significance in terms of its historical, prehistorical architectural, or cultural importance; possesses integrity of design, setting, workmanship, material, feeling, and association; and is lawfully designated as a historic landmark by ordinance of the City Council.

Public Right-of-Way

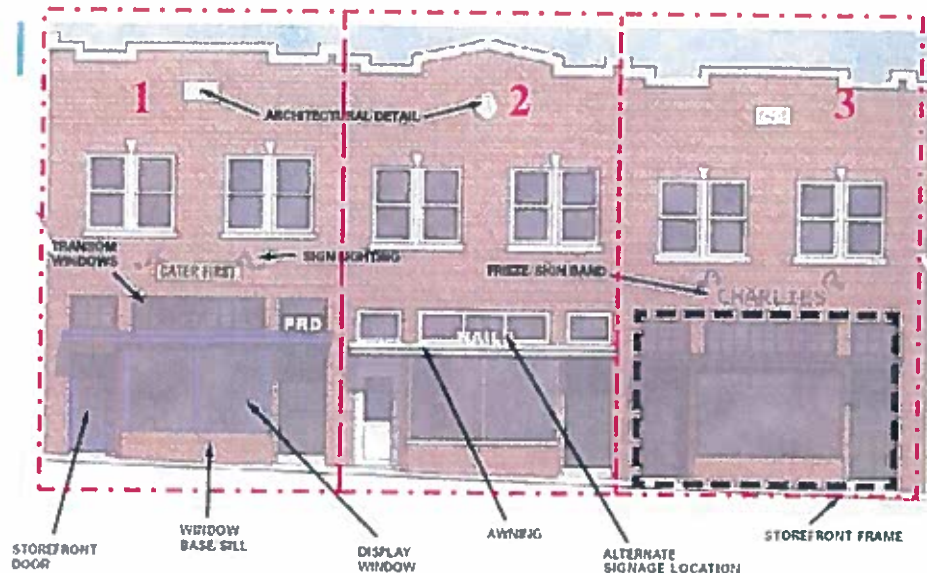
A public roadway, sidewalk, alley, parking deck, etc.

FAÇADE IMPROVEMENT GRANT: ELIGIBLE AREA (Shaded Gray)



1.3 ELIGIBILITY:

- 1.3.1 The intent of this grant is to provide an incentive for property owners to rehabilitate historic structures within the described target area (see page 3). Any structure that was built 50 (fifty) years or greater from the date of the application is eligible to receive a FIG award. It is a prerequisite that an applicant prove that their structure meets this requirement. Any owner of a building that meets this criteria is eligible for the FIG program. Buildings that are solely used as a private dwelling are not eligible to receive a Façade Improvement Grant unless originally functioning as a commercial building and later converted to residential use.
- 1.3.2 Building façades along the public right-of-way within Greenville's historic core are eligible to receive grant funds. Priority will be given to the street and/or public parking area fronts of buildings and to those structures that are located in the Commercial Historic District, Dickinson Avenue Historic District, or Tobacco Warehouse Historic District, as shown on page 3. Facades that are not readily visible from a public right-of-way will not be eligible for funding. Only one application per façade is eligible for approval. Historically whole-block or multiple bay buildings that have been subdivided into individual, addressed units will be reviewed by address according to building code specifications. Only one (1) FIG may be awarded to a vertically subdivided building (see drawing below).



One building, three eligible individually addressed bays.

- 1.3.3 The grant portion of the project must be for the exterior renovation of an existing building only.
- 1.3.4 All rehabilitation design proposals must:
- Meet code requirements of the City of Greenville;
 - Meet construction and material guidelines established by the City's Community Development Department; and
 - Adhere to the U.S. Secretary of the Interior's Standards for Rehabilitation.

See section 1.3.5 below for eligible and ineligible activities. The construction and material guidelines and the U.S. Secretary of the Interior's Standards for Rehabilitation can be found in section 1.7 below.

- 1.3.5 Any exterior renovation proposal—from an entire façade rehabilitation to maintenance items, such as repainting or the replacement of building parts—is eligible for FIG Program funding, but top priority will be given to projects that will make a highly visible contribution to the enhancement of the FIG eligibility area. Simple sign or awning changes are not eligible to receive FIG Program proceeds.

A) Examples of projects eligible for FIG Program funding include:

- 1) Cleaning of brick store fronts (chemical stripping, water wash, scraping);
- 2) Painting;
- 3) Repair/replacement of non-historic doors and/or windows;
- 4) Installation of awnings as part of larger project (required encroachment agreement with City as applicable);
- 5) Repointing of brick;
- 6) Structural repairs;
- 7) Installation of appropriate signs as part of an overall project;
- 8) Authentic reconstruction and replacement of original architectural details;
- 9) Removal of false fronts.

B) Examples of projects that cannot be funded, either in whole or part by the FIG Program:

- 1) Sandblasting of exterior bricks and painting previously unpainted bricks, which causes the bricks to deteriorate;
- 2) Removal of historic features;
- 3) Roof repairs;
- 4) Personalized awnings (e.g. the graphics, branding, or wording advertising a particular business) or awnings as a standalone project.

FIG Program funds will not be provided to one component of a façade renovation if another component of the same renovation is architecturally inappropriate as determined by the FIG Design Guidelines and U.S. Secretary of Interior's Standards for Rehabilitation.

- 1.3.6 An owner's City and/or county taxes cannot be delinquent.

- 1.3.7 Corporate and non-profit entities are eligible to participate in this program. Government owned structures are not eligible to receive a FIG Program award.

- 1.3.8 The façade improvement must remain in place for three (3) full years from the date of completion. If altered or removed (excepting through natural disaster or other act of God), the awarded grant amount must be repaid to the City of Greenville on the following scaled system: If removed within one year, the full grant amount must be repaid. If removed in the second year, 60% of the awarded grant amount must be repaid. If removed in the third year, 30% of the awarded grant amount must be repaid. If, during this time, a property owner leases to a new tenant that desires to make changes to the façade, the City Manager will have final determination on whether the change

substantially alters the façade as completed and/or if repayment is substantiated.

- 1.3.9 If a member of the Commission has or may have a personal or financial interest in a FIG application, the member will recuse himself or herself prior to the application being heard and will refrain from participating or voting on the application.

In some situations recusal may not be enough. Per N.C.G.S. § 14-234, no public officer, an individual who is elected or appointed to serve or represent a public agency, who is involved in making or administering a contract on behalf of a public agency may derive a direct benefit from a contract. A direct benefit occurs when the public officer and/or his or her spouse: (i) has more than a ten percent (10%) ownership or other interest in an entity that is a party to the contract; (ii) derives any income or commission directly from the contract; or (iii) acquires property under the contract.

1.4 FUNDING:

Based on the availability of funds, FIG Program recipients will receive a maximum \$1.00 matching grant for each \$2.00 expended by the owner on approved façade improvements consistent with the goals of the FIG Program. Depending on the availability of funds, the maximum grant that may be awarded per façade is \$5,000.00 on a minimum of \$10,000.00 of expended façade improvements/repairs by the owner.

1.5 PROCESS FOR RECEIVING GRANT:

- 1.5.1 The applicant must attend a Grant Workshop sponsored by the City's Community Development Department for each new application (attendance at a Grant Workshop more than one year before the current application attempt will not satisfy this requirement).
- 1.5.2 The applicant must complete the application with the property owner's signature (or duly authorized agent) and return the completed application to the Façade Grant Coordinator. The applicant must also complete and sign the IRS W-9 and other financial forms attached to the application. The applicant is encouraged to seek the services of the North Carolina State Historic Preservation Office ("SHPO"), including restoration consultations, before an application is completed and designs are formulated. The SHPO office is located at 117 West Fifth Street, Greenville, North Carolina 27858. Appointments are recommended and can be arranged by calling (252) 830-6580.
- 1.5.3 Application—Required Submission Items:
- a) Completed FIG Program application packet.
 - b) Two (2) professional estimates of proposed project costs.
 - c) Photographs: A minimum of two (2) color photographs of the façade under consideration. At least one (1) photograph must show the entire façade. Photographs should show details of all proposed renovations and project work.
 - d) Diagram(s) or rendering(s) of the proposed work.
 - e) A detailed written description of the proposed work.
 - f) Documentation showing current ad valorem tax status.
 - g) City Vendor Number Request Form.

- h) IRS W9.
- i) Completed COA or Minor Works COA ("MWCOA") application, if necessary.

Estimates must be itemized for each repair and on contractor's letterhead. If applying for more than one façade, separate applications shall be filed for each additional façade with unique professional estimates provided for each façade.

- 1.5.4 Applications will be reviewed by staff of the City's Community Development Department to ensure completeness. The Commission's Design Review Committee will review all FIG Program applications and make recommendations to the HPC. The entire HPC will make recommendations to the City Manager regarding approval. Those applications will be forwarded to the City Manager's Office for final approval or denial. The City Manager reserves the right to determine the number of applications per structure. The improvements must adhere to the FIG Design Guidelines and the U.S. Secretary of the Interior's Standards for Rehabilitation (see section 1.7). This review may include a credit check on the applicant.
- 1.5.5 A notification letter will be sent to the applicant concerning the approval or denial of the application. A contract form will be included with the approval letter. Applicants have thirty (30) days from the date of the contract to apply for a building permit or have a plan in the Site Plan Review process, if required, for the approved work. Applicants must provide a copy of their building permit to the City's Community Development Department. Grant applications for Locally Designated Landmarks should include an application for a COA or a MWCOA. COAs and MWCOAs are required for any type of exterior work on Locally Designated Landmarks. The FIG Design Guidelines provide a list of exterior work that qualifies as a MWCOA. If the proposed grant work is not listed as a MWCOA, a COA is required.
- 1.5.6 Contracts must be signed BEFORE any work begins. Any work that starts prematurely before a contract is fully executed by both the City and the applicant will render the FIG award null and void. In such cases, funds used by the applicant will not be reimbursed by the City.
- 1.5.7 All approved work must be completed within one (1) year of the date on the contract. Failure to meet this date may result in the loss of the grant. See Section 1.6 below for extension requirements.
- 1.5.8 Upon project completion, copies of paid statements and canceled checks, color photographs of the completed work, and a copy of the final Certificate of Occupancy must be submitted to the City to claim reimbursement. Failure to submit a reimbursement request along with paid statements and canceled checks, etc., within six (6) months of the date of project completion may result in forfeiture of potential reimbursement funds.
- 1.5.9 The Façade Grant Coordinator, Community Development Department employee, or consultant, and the SHPO staff (upon request) will inspect work completed and request checks to be issued for the amount of the grant or one-half the actual cost of the project, whichever is less, provided the work is accomplished in accordance with the agreement.

- 1.5.10 A building or qualified unit may receive no more than two (2) grant awards for the same façade within three (3) consecutive fiscal years (July 1 – June 30), thereafter, applicants may apply for grant funds for the same façade after five (5) years. For example, the front façade of a building receives a grant award for removal of a false front in January 2015, and in June 2017 the same façade of the same building receives a grant award to paint and install a canvas awning. This façade of the building is not eligible for additional grant funds until July 2022, the expiration of a five (5) year period from the date of the last award.
- 1.5.11 The HPC will not participate in negotiations between the applicant and the contractor employed by the applicant. The applicant agrees to hold the HPC and City of Greenville harmless of any defects in workmanship, liability, damages, or any other costs relevant to this project.
- 1.5.12 All decisions made by the City Manager are final.

1.6 REQUESTING AN EXTENSION:

- 1.6.1 Applicants may be granted an extension, upon written request, if they have a compelling reason(s) based on extenuating circumstances for why they were unable to complete the work within the contracted period.
- 1.6.2 Upon transfer of a property from one owner to another, the new property owner is eligible to assume an active façade grant award attached to that property, upon written request indicating that said property owner understands the terms of the FIG Program contract and will assume all responsibilities therein. Transfer of ownership of a property is not sufficient grounds, by itself, for an extension to be granted. If the previous owner failed to complete the work within the contracted period and the new property owner cannot provide a compelling reason(s) based on extenuating circumstances for why the work was not completed, an extension will not be granted. However, the new property owner would be encouraged to resubmit a grant proposal for the façade.
- 1.6.3 In the event that an application is granted an extension, the façade associated with that application will be considered to have received a grant award in the same grant cycle in which the extension was granted for purposes of determining whether a façade is eligible for additional future grants. For example, if an application was originally awarded funding in spring 2018 and then was granted an extension through spring 2019, the façade associated with that award would be considered to have effectively received its FIG Program award during the spring 2019 grant cycle. During the following Fiscal Year (which would begin July 1, 2019), the applicant who had received the extension would then be eligible to apply for another façade grant for the same façade, but it would be considered the second grant within two consecutive fiscal years (see above: Process for Receiving Grant, Section 1.5).

1.7 FIG DESIGN GUIDELINES:

The following standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1.7.1 The Secretary of the Interior's Standards for Rehabilitation (36 CFR 67):

- 1) A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- 2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- 3) Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- 4) Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- 5) Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- 6) Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- 7) Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- 8) Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- 9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- 10) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

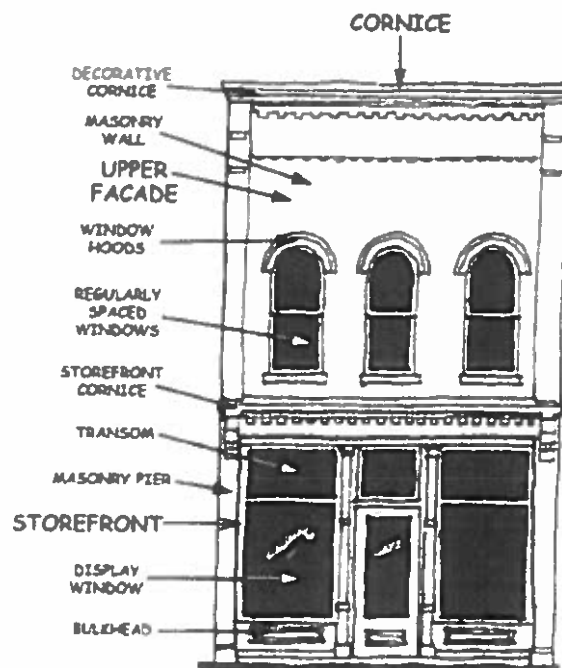
1.7.2 Construction Methods and Materials of the Community Development Department

Rehabilitation of a structure in the FIG eligibility area should be considered a contemporary solution, which respects the architectural and historical integrity of the entire building while retaining those elements that enhance the building.

- 1) Remodeling of existing buildings should maintain established proportion and spacing of window openings.
- 2) The quality of building materials varies widely, and it is the quality of the finish materials and their application that determines compatibility. Use the highest quality facing materials possible. Materials that are compatible in quality, color, texture, finish, and dimension to those existing in the project area are encouraged.
- 3) Color should coordinate with neighboring buildings. More intense hues of a color are discouraged. The use of more than one vivid color per building is discouraged. The use of colors that are disharmonious with other colors used on the building or found on the adjacent buildings is discouraged. Contrasting colors that accent architectural details and entrances are encouraged.
- 4) The retention and repair of existing cornices is strongly encouraged whenever possible. The re-creation of missing cornices should be done with care, using historic photographs as a guide.
- 5) Sign regulations for the City of Greenville have been developed to prevent visual clutter and to improve general visual quality. These regulations can be found in Title 9, Chapter 4, Article N of the City Code of Ordinances. Signs should relate to each other through quality, not necessarily through the use of uniform materials, lettering, or size. Acceptable signs have the following characteristics: legibility, clarity, attractiveness, durability, and good placement. Most buildings are designed with a defined sign space. The location of signs of appropriate size in these spaces is strongly encouraged. Plastic illuminated signs are strongly discouraged. Consider attached, flat, or hanging signs lit with outside direct lighting. All signs should meet code requirements for materials, size, projection, etc. Hanging or projecting signs or hand-painted window signs of good quality are encouraged. While signs must meet City Code requirements, individuality and creativity are still encouraged. (A sign permit may be required—check with a City zoning official).
- 6) Awnings should be related to the shape and color of the building. First floor awnings should terminate no higher than one (1) foot below the second floor windows. Metal canopies are strongly discouraged, and their removal and replacement with fabric awnings are strongly encouraged. If installed or retained, they should be designed or treated in a manner that adds to the visual quality of the building. Business related graphics or wording on awnings will be ineligible for funding. Business related graphics or wording located on a detachable valance or removable patch are allowed but are not eligible for funding. All awnings must meet code requirements for size, materials, projection, etc.

1.7.3

Diagram of Façade Components



1.8 GRANT FUND AVAILABILITY NOTIFICATION:

An advertisement will be placed in the City Page of The Daily Reflector, and fliers or postcards will be distributed to businesses within the grant area and Uptown Greenville to notify potential recipients that grant funds are available as provided for in the adopted city budget.

1.9 GRANT RECIPIENT PLAQUE OR SIGN:

At such time as the City develops a program to promote awareness of the FIG Program, the City may provide FIG Program award recipients with plaques to affix to the FIG-funded façade.

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Exhibit B - Application for Consideration of Grant Funding