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**Winterville Downtown Façade Grant**

**INTRODUCTION:**

The architectural quality of Winterville’s downtown area is important to the town, its history, image, and economy. Proper improvements to the exterior appearances of individual buildings will help develop appropriate downtown aesthetics and foster revitalization. Therefore, it is important that an organized and coordinated approach to exterior improvements be followed.

The Town of Winterville has developed the following guidelines to this coordinated approach. The guidelines should be followed by property owners, tenants, architects and contractors involved in exterior improvements to building rehabilitations in the downtown business district. These guidelines will be used by the Town of Winterville in approving the Winterville Downtown Façade Grant requests.

This grant program is available to eligible property owners and tenants within the bounds of the target areas highlighted in the Winterville Downtown Map. The Winterville Downtown Façade Grant is an opportunity to obtain grant funds. Applications will be considered on the basis of available funds and compliance with the Design Guidelines. 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. Only one application/grant can be opened or considered per building at any given time. All applications for the program are due in the Town of Winterville’s Economic Development Department located at the Winterville Town Hall: 2571 Railroad St, Winterville, NC 28590.

**PURPOSE:**

The purpose of the Winterville Downtown Facade Grant program is to provide an economic incentive to:

1) Complete substantial renovations to street facing facades within the core of Winterville’s Downtown (“facade” is defined as “the face of a building”.)

2) Encourage good design projects that capitalize on rehabilitation of the original fabric or design of existing properties; and

3) Preserve the unique character of Downtown Winterville.

**ELIGIBILITY:**

1. The owner or tenant operating a business within a building(s), structure or site located within the boundaries of the downtown business district is eligible for the façade grant.
2. Owners or tenants may request façade grants; however, any tenant must have the owner’s written permission attached to the application.
3. The grant will fund existing commercial businesses in the downtown business district currently in use and structures under renovation for imminent future occupancy and use.
4. Any street-side exterior renovation proposal- from an entire façade rehabilitation to maintenance items, such as repainting or the replacement of building parts – may be eligible for funding, but top priority will be given to projects that would make a highly visible contribution to the enhancement of Downtown Winterville. Repair of damage of any type is not covered under the façade grant. The façade grant program does not in any way, shape, or form, apply to residential houses.

Examples of projects eligible for funding include:

* prepping (using gentle methods) and painting of previously painted surfaces or paint removal;
* repair/replacement of non-historic doors and/or windows;
* awnings and instillation of approved awnings;
* repointing (sometimes called “tuck pointing”) of brick;
* structural repairs;
* removal of inappropriate or out of date signs;
* authentic reconstruction and replacement of original architectural details;
* removal of false fronts;

Examples of projects that cannot be funded, either in whole or part by the grant program:

* sandblasting of exterior bricks;
* removal of historic features of the original building facade;
* inappropriate changes to the arrangement of windows;
* installation of metal, vinyl, stone, stucco veneer or other inappropriate building materials;
* roof and chimney repairs;
* electrical work;
* attempts to make buildings represent a time period inappropriate to the building (e.g. adding colonial windows to a building built in 1926 or adding residential architectural components to historically commercial properties);
* Improvements made prior to grant approval;
* Additions that are intended to be removed if business relocates (e.g. High quality outdoor/city street planters. Eligible planters must remain after departure.);
* Business specific signage or additions. (e.g. sign with name of business.)

**FUNDING:**

Grants will provide 50% of the total cost of an approved project up to a maximum grant award of $3,000. Funding will not be distributed prior to a final site review by the Town of Winterville and receipt of copies of invoices and proof of payment.

**PROCESS FOR RECEIVING GRANT:**

1) Applicant must meet with the Façade Grant Coordinator. Call the Town of Winterville to schedule an appointment.

2) Applicant completes application, which must include photographs of the building, photographs of the building in context (buildings on either side of it in the streetscape), design plans/sketches and owner’s signature (consent of mortgage holder or lien holder may be required) and returns it to the Façade Grant Coordinator.

3) One professional estimate for awnings and two professional estimates for structural work are required and should be included with the application.

4) Applications are reviewed by the Façade Grant Coordinator. These improvements must adhere to the Design Guidelines and the Secretary of the Interior’s Standards for Rehabilitation of Historic Buildings.

5) The applicant will be notified concerning the approval, approval with conditions, or denial of the application. If approved, an application number will be assigned to the project.

6) An agreement must be signed BEFORE any work begins and within 90 days of the official Award Notification. Failure to meet this date may result in the loss of the grant. Parties to the agreement will be the applicant(s), the building owner(s), and the Façade Grant Coordinator.

7) Work is to begin within 90 days after the contract is signed. Failure to meet this date may result in the loss of the grant.

8) Upon project completion, copies of invoices and proof of payment must be submitted to the Façade Grant Coordinator to claim reimbursement.

9) The Façade Grant Coordinator 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 as approved by the Grant Review Coordinator provided the work is accomplished in accordance with the agreement.

10) The project must be completed within six months after the applicant has signed the grant agreement. Exemptions from this condition may be arranged with the Façade Coordinator BEFORE this deadline and work must be underway. Failure to meet the completion date may result in the loss of the grant.

**CONSTRUCTION METHODS AND MATERIALS:**

1) All work must conform to existing building codes and ordinances of the Town of Winterville, County of Pitt, and the State of North Carolina.

2) *Width* - Additions/new construction should respect the primacy of established width by designing a rhythmic division of the façade to maintain existing progression.

3) *Setback -* Additions/new construction should maintain the uniform setback of buildings and align with façades.

4) *Proportion of Openings -* New construction, additions, and remodeling of existing buildings should maintain established proportion and spacing of window openings.

5) *Materials -* The quality of building materials varies widely. It is the quality of the finish materials and its 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.

6) *Roof Forms -* Gabled and/or residential roofs are not appropriate; historically, downtown buildings have flat roofs. The roof plane should be hidden from view on the front façade. Decoration of the roofline by use of special materials, forms, or decorative details, using examples from surrounding buildings is encouraged.

7) *Cornices -* The retention and repair of existing cornices is strongly encouraged wherever possible. The re-creation of missing cornices should be done with care, using historic photographs as a guide.

9) *Awnings -* Awnings should relate to the shape and color of the building. First floor awnings should terminate no higher than one (1) foot below second floor windows. No façade money will be granted for the installation of metal awnings, and their removal and replacement with fabric awnings is strongly encouraged. All awnings must meet code requirements for size, materials, projection, etc. 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.

###### **FAÇADE IMPROVEMENT DESIGN GUIDELINES:**

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

**The Secretary of the Interior’s Standards for Rehabilitation**

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 size 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 sustained 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.