



Historic VALDESE —north carolina

Facade Improvement Program

SUBMIT APPLICATIONS TO THE VALDESE COMMUNITY AFFAIRS DEPARTMENT

WHAT IS A FAÇADE?

A façade is defined as one side of a building regardless of the number of stories. Each storefront of a building can be considered a façade. The rear and side of a building may also be considered for a façade grant, with priority given to the front of the building.

WHO IS ELIGIBLE?

Any Property/Business owner located within the Downtown Business District is eligible for this grant program.

- Any property owner or business tenant in the Main Street district is eligible. See attached map of Downtown District.
- Buildings that are awarded a façade grant will not be eligible to reapply until 5 years after the previous award date.
 - *Exception: If a building has multiple units, each tenant with a separate entrance may apply. Where a single tenant occupies multiple units the tenant is eligible for one application per façade.*
- A business tenant applicant must obtain the property owner's consent for façade renovation, and must have the owner check the appropriate attachments boxes as well as sign the application before beginning work. The application will not be approved without this.
- Private dwellings are not eligible unless they originally functioned as commercial buildings and were later converted.
- Only one application may be submitted for each façade. Either the property owner or the business tenant of a building may submit an application, or an owner and tenant may apply jointly.
- The applicant takes full responsibility to ensure all work and reimbursements are done in the manner and spirit in which this program was intended.

PURPOSE OF FAÇADE IMPROVEMENT PROGRAM

The Town of Valdese's Façade Improvement Program is an incentive-based measure intended to encourage and provide economic inducement for the:

- Renovation of commercial building façades in the Main Street Study Area (Downtown Business District see attached map)
- Implementation of appropriate design standards for the rehabilitation of historic properties that meet all zoning and Town of Valdese Ordinances; and
- Preservation of the unique architectural and commercial character of Downtown Valdese.

EXAMPLES OF IMPROVEMENTS:

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 is not recommended. **Sandblasting is not permitted** under any circumstances and if done will result in disqualifying the application. (Method of cleaning must be pre-approved.)
- Exterior painting / repainting. No initial painting of unpainted masonry is covered. **If** brick has been previously painted, paint can be covered.
- Historic reconstruction: storefront, door, or window repair or replacement, masonry repainting, etc.
- Approved awning installation. (Awnings with business name will not be approved. Design Committee recommends street address only on the awning).
- Structural repairs - except roof.
- 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.
- Address information - numerals, building name (low priority if submitted by themselves)

CRITERIA:

- All façade design proposals must:
 - Meet applicable zoning and code requirements of the Town of Valdese;
 - Comply with these Façade Improvement Program grant guidelines;
 - Receive Main Street Façade Improvement Program Application approval from all required signatures listed on application prior to beginning work;
 - Adhere to the **“Secretary of Interior's Standards for Rehabilitation”** (attached to the application) and any additional **written** guidelines set by the Design Committee (for example, a ***Certificate of Appropriateness*** in the historic district.
- Only **exterior** façade renovations are eligible.
- A property does not have to be occupied at the time a Façade Improvement Grant Application is submitted.
- 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, historic, and commercial character of downtown Valdese.
- A building or rental unit may receive more than the maximum for major projects. The extra funds would have to be approved by the Valdese Town Council and could only be done in extreme cases.
- If this is a **major rehabilitation** project, applicant is highly encouraged to contact the State Historic Preservation Office and consider rehabilitating in a manner in which to qualify for state and federal tax credits: www.shpo.org
- Any improvements that have been made through this grant program may not be removed from the property for a minimum of five years without permission of the Design Committee.

FUNDING:

- Façade Grants will be given on the basis of a **50/50** match between the Valdese Main Street Façade Grant Program and the property owner/*tenant*. The normal maximum amount awarded in this program is **\$2,500** per façade from the Small Main Street Façade Grant Program. A minimum of \$250 must be spent.
- The final award amount is based on documentation of actual costs.

- Façade Grants are **paid only when an approved project is completed in accordance with the approved plans and specifications submitted with the application.** The Design Committee will inspect and sign-off on completed work prior to issuance of grant award.
- Reimbursement checks will be made by the Town within thirty (30) days of sign-off of completed work and documentation of payment of said work.
- **IF APPLICABLE** -- Completed work that differs from the approved application or Certificate of Appropriateness will be disqualified for reimbursement.

APPROVAL:

- **Applications, with accompanying "before" photographs /proposed plans/sketches/specifications /color choices/method of cleaning brick/property owner approval signature and copies of two cost estimates covering labor and material, must be submitted to the Town Administrator.**
- The Design Committee will review the Valdese Main Street Applications for final approval.
- Each applicant is encouraged to ask for a design rendering from the NC Main Street design staff before an application is completed and designs are formulated. This is a free service to the applicant. Applicant must fill out the required request for design services form available through the Main Street coordinator.
- 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.

POST-APPROVAL:

- All approved work **must be completed within six (6) months** of application approval. If more time is needed the applicant must provide a written statement requesting extension for review and approval.
- 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 the Finance Officer in order to claim grant payment.



Historic VALDESE *north carolina*

Main Street Façade Improvement Program Application

This program is financed by the Town of Valdese and administered by the Small Town Main Street Design Committee. Each grant application will be evaluated by the committee for eligibility and merit according to the procedures set forth in the program guidelines. Grant awards are distributed after work on the project is completed, reviewed, and paid project bills submitted.

Applicant's Name: _____

Mailing Address: (Street or P.O. Box) _____

City: _____ **State:** _____ **Zip:** _____

Telephone: Day: _____ **Evening:** _____ **Email:** _____

I am the _____ Business Owner and/or _____ Property Owner.

Applicant's Signature: _____ **Date:** _____

If the applicant is NOT the owner of the property, the section below must be completed and the application must be signed and dated by the owner to verify the owner's approval of the application and proposed work.

Owner's Name: _____

Mailing Address: (Street or P. O. Box) _____

City: _____ **State:** _____ **Zip:** _____

Telephone: Day: _____ **Evening:** _____ **Email:** _____

As Property Owner, I approve of this application which is submitted by my tenant.

Owner's Signature: _____ **Date:** _____

Project Description:

Property Address: _____ **Estimated Project Cost \$:** _____ **Estimated Project Completion Date:** _____ **Grant Request Amount \$:** _____

Attachments:

- Deed to property
- Lease to property, if applicable. If not applicable, initial here: _____
- Color photograph of the existing condition of the building or project area.

(Be sure to include enough detail of the proposed work area to enable the Design Committee to evaluate your application.)

- Sketch or other depiction of the proposed work to be done.
- Project plans and specifications (if applicable).
- Company or person to perform work proposed. Attach required bids.

I have attached the items requested above. I understand the requirements of this grant (including eligible and ineligible activities) and the process for review of my application. I understand that the façade improvement grant must be used for the project described in this application and that all work must be completed before any grant proceeds are disbursed. I understand that the grant must be approved prior to commencement of work. I understand that any improvements made through the grant may not be removed for a minimum of five years without the permission of the Design Committee.

Applicant Signature: _____ Date: _____

Approved as submitted:

1. Planning Department _____ Date: _____

- Approved with modifications or conditions (attached): _____
- Rejected (Reasons for rejection attached): _____

2. Fire Marshall _____ Date: _____

- Approved with modifications or conditions (attached): _____
- Rejected (Reasons for rejection attached): _____

3. Design Committee _____ Date: _____

- Approved with modifications or conditions (attached): _____
- Rejected (Reasons for rejection attached): _____
- Dollar amount approved for Reimbursement _____

4. Town Council/Town Manager _____ Date: _____

- Approved with modifications or conditions (attached): _____
- Rejected (Reasons for rejection attached): _____
- Dollar amount approved for Reimbursement _____

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

Community Affairs Director: _____ Date: _____

Documented Cost of Façade Improvement: \$ _____

(All documentation stating that work has been paid for must be attached for reimbursement. No Reimbursement can be given without documentation.)



State Historic Preservation Office
NATURAL AND CULTURAL RESOURCES

The Secretary of the Interior's Standards for Rehabilitation

The Secretary of the Interior is responsible for establishing standards for all national preservation programs under Departmental authority and for advising Federal agencies on the preservation of historic properties listed or eligible for listing in the National Register of Historic Places.

The Standards for Rehabilitation, a section of the Secretary's Standards for Historic Preservation Projects, address the most prevalent preservation treatment today: rehabilitation. Rehabilitation is defined as the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.

The Secretary of the Interior's Standards for Rehabilitation

The Standards that follow were originally published in 1977 and revised in 1990 as part of Department of the Interior regulations (36 CFR Part 67, Historic Preservation Certifications). They pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent or related new construction.

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

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 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.

Note: To be eligible for Federal tax incentives, a rehabilitation project must meet all ten Standards. The application of these Standards to rehabilitation projects is to be the same as under the previous version so that a project previously acceptable would continue to be acceptable under these Standards.

Certain treatments, if improperly applied, or certain materials by their physical properties, may cause or accelerate physical deterioration of historic buildings. Inappropriate physical treatments include, but are not limited to: improper repainting techniques; improper exterior masonry cleaning methods; or improper introduction of insulation where damage to historic fabric would result. In almost all situations, use of these materials and treatments will result in denial of certification. In addition, every effort should be made to ensure that the new materials and workmanship are compatible with the materials and workmanship of the historic property.

Guidelines to help property owners, developers, and Federal managers apply the Secretary of the Interior's Standards for Rehabilitation are available from the National Park Service, State Historic Preservation Offices, or from the Government Printing Office. For more information write: National Park Service, Preservation Assistance Division-424, P.O. Box 37127, Washington, D.C. 20013-7127.

Link to [Federal Historic Preservation Tax Credits](#), posted by the National Park Service. Includes illustrated guidelines for rehabilitating historic buildings.

[Historic Preservation Tax Credits Page](#)

Valdese Main Street - Downtown District



West to East: Morganton Street to Eldred Street | North to South: Bobo Ave to Massel Ave