

**Facade Grant Program**  
**Administered by Reidsville Downtown Corporation (RDC)**  
**Reidsville, NC**

**Purpose:** To provide business owners and lessees an economic incentive to renovate the exterior facades of buildings in the Central Business District. The program encourages good design projects which complement the unique historic character of the building.

**Eligibility:** For any owner or tenant of a building located within the Central Business District (tenants must have the written permission of the property owner prior to submitting a funding request) and at least two years have elapsed since the last grant was awarded or circumstances have changed to such a degree regarding the ownership, use of the structure, damages related to accidents, or other situations that the board may deem appropriate to consider.

**Eligible Improvements:**

- Exterior painting of previously painted surfaces
- Paint removal by means approved by the RDC
- Appropriate cleaning as part of an overall façade improvement
- Masonry repair
- Repair of original architectural detail
- Repair of windows or window framing; replacement only as a last resort and must be compatible with original window design
- Removal of siding and exterior false facades
- New signage or the removal and replacement of inappropriate and outdated signage (must obtain a sign permit from the city of Reidsville)
- Outdoor lighting
- Rehabilitation or compatible reconstruction of an original storefront
- New canvas awnings or replacement of heavily damaged or missing awnings
- Replacement of historic transom glass

All eligible improvements must be part of a comprehensive facade improvement. For example, a grant will not be awarded for just windows when the rest of the facade needs improvement.

**Ineligible:**

- General maintenance
- Painting of previously unpainted brick structures
- Interior rehabilitation
- Roof and chimney repair
- Installation of any type of veneer – aluminum, vinyl, stone, stucco or any other inappropriate materials that interferes with the historic integrity of the building
- Improvements made prior to grant approval

**Funds Available:** The Incentives Grants Program of the RDC is funded by the special MSD tax. Applications may be submitted at anytime. Grants are awarded for eligible projects as funds are available. This is a reimbursement grant; funds are issued at the completion and final approval of the project.

**Guidelines:**

1. The Design Committee is available, free of charge, to advise on design ideas, color selections, awning shapes, materials and colors; anything that will help you with your façade improvement decisions. To set up a free consultation, please contact Tammy Spencer at [tspencer@ci.reidsville.nc.us](mailto:tspencer@ci.reidsville.nc.us) or 336-347-2307.

2. All applications must be approved by the Design Committee and the RDC Board of Directors prior to any work being done.
3. Façade grants will not be used as a partial solution to buildings in obvious disrepair and neglect. For these properties, the applicant must show a comprehensive proposal for the entire building's rehabilitation that would meet the City of Reidsville's Non-Residential Maintenance Code and bring the property into occupiable condition. All projects must meet building code requirements of the City of Reidsville and all other governmental agencies, as appropriate.
4. Rehabilitation should reflect a solution which respects the architectural integrity of the building and must meet the Secretary of Interior's "Standards for Rehabilitation" program standards for rehabilitation (attached).
5. RDC will not participate in negotiations between the applicant and the contractor employed by the applicant. The applicant agrees to hold RDC harmless of any defects in workmanship, liability, damages or other costs relevant to this project.

**Criteria:**

1. The formula for funding of projects is 50% of the initial \$10,000 plus 20% of additional cost up to \$30,000 with a maximum \$9,000 per grant.

Example: An awning project costing \$1200 would be funded \$600 by the facade grant and \$600 by the owner/tenant.

A façade improvement project costing \$18,000 would be funded \$6,600 by the façade grant \$11,400 by the owner/tenant.

For buildings with multiple facades (ex: a corner building or a visible rear façade) the amount for the 50% match is increased to \$14,000 plus 20% of additional cost up to \$30,000 with a maximum of \$10,200 per grant. In order to qualify for this grant, the project must include improvements to all visible facades.

Example: A corner building's two façade improvements total \$20,000. A 50% match for the first \$14,000. is \$7,000. Applying the 20% to the remaining \$6,000 adds another \$1,200 for a total grant of \$8,200. The project would be funding \$8,200 by the grant and \$11,800 by the owner/tenant.

2. The grant amount is initially based on the estimate; the final grant payment is based on actual costs. In the event the actual costs are less than the estimated costs, the grant amount will be reduced. In the event the actual costs are more than the estimate, the grant amount will be increase based on no more than 10% over the estimate.
3. If a single building is divided into multiple business spaces, it is considered one property.
4. The Facade Grant Program is designed for relatively substantial improvements; therefore, a minimum investment of \$200 will be required of all participants.
5. The completed project must be maintained as the project was set forth in the application for a period of 5 years or until the property is sold. Example: if an awning is installed as part of a project and then rips within the five year period, it must be repaired or replaced. Failure to comply will require the recipient to refund all or part of the grant funding.

### **Application Procedure:**

1. A complete application form along with:
  - Several color photos of existing façade
  - Detailed description of the proposed façade improvements
  - design plans, sketches, swatches of paint and awning colors
  - Itemized project cost estimate
  - If the applicant is a tenant, a letter indicating the owner's permission must be included.
2. The application will be reviewed by the RDC's Design Committee. Applicants cannot be present during proposal deliberations but may be asked to attend the Design Committee's meeting to answer any questions. The Design Committee will make a funding recommendation including funding conditions to the RDC Board of Directors. The final decision is that of the RDC Board of Directors and they may accept, decline or modify recommendations of the Design Committee. RDC Board of Directors retains the right to accept or deny any applicant.
3. A projected date of project completion is requested on the application. The project should begin within 45 days of the grant approval and should be completed within 120 days of the start of the project. Extenuating circumstances causing a delay in completion of the project are always considered and extensions are given with RDC approval.
4. The Design Committee must review any deviation from the approved plans before it can be undertaken. RDC reserves the right to deny payment if the completed work is not consistent with the content of the original application.
5. A letter of notification will be sent to the applicant regarding RDC's decision on their grant request. If the application is approved, two copies of an agreement will be included with the letter of notification. A signed copy of the agreement must be returned to the RDC before the project begins.
6. Approved applicants will be reimbursed for the grant amount upon completion of the project. Applicant must submit copies of paid receipts, invoices and cancelled checks to the RDC Board of Directors. The finished project must meet Design Committee and City/State Code approval before reimbursement is issued.
7. For questions or more information please contact Tammy Spencer at [tspencer@cireidsville.nc.us](mailto:tspencer@cireidsville.nc.us) or 336-347-2307

## **The Secretary of the Interior's Standards for Rehabilitation**

The Secretary of the Interior's Standards for Rehabilitation are ten basic principles created to help preserve the distinctive character of a historic building and its site, while allowing for reasonable change to meet new needs.

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.

**Façade Grant Application**  
**Administered by the Reidsville Downtown Corporation**

*Exhibit A*

Property Address \_\_\_\_\_

Current Business \_\_\_\_\_

Date building was built \_\_\_\_\_

**Applicant's Information:**

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ email \_\_\_\_\_

Building Owner     Yes         No    If no, name of owner \_\_\_\_\_

**Description of Project:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Estimated Costs \_\_\_\_\_

Projected Completion Date \_\_\_\_\_

**Include with application:**

\_\_\_\_\_ current photo(s) of the building

\_\_\_\_\_ design plans and sketches or enhanced photos

\_\_\_\_\_ all color swatches for paint and/or awing

\_\_\_\_\_ an itemized contractor's estimate that includes cost of materials and labor

\_\_\_\_\_ a copy of the Building Permit, if applicable

\_\_\_\_\_ written permission from the owner if applicant is not the property owner.

I understand that the Grant monies are to be used exclusively for the project described in this application. Failure to abide by the information in this application may result in the loss of the funding. Upon completion of the project, the Design Committee of the Reidsville Downtown Corporation will inspect the project and payment is contingent on the project outcome being consistent with the project submitted with the application. I understand that the payment of the grant is contingent upon me providing proof of the expenditures and payment thereof.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_