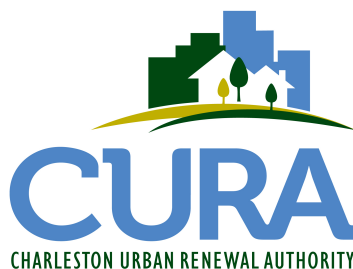


**CHARLESTON URBAN RENEWAL AUTHORITY
FACADE ACTIVATION PROGRAM**

GUIDELINES AND APPLICATION
DOWNTOWN DISTRICT

Funded by
Charleston Urban Renewal Authority

Administered by
Charleston Area Alliance





Urban/Community Revitalization District Façade Activation Program Grant Guidelines & Application

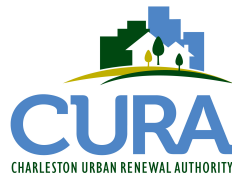
Charleston Area Alliance (CAA) and the Charleston Urban Renewal Authority (CURA) are proud to offer a Façade Activation Program for business properties located in Strategic Urban Renewal Plan for Downtown Charleston. *This program is made possible through funding from the Charleston Urban Renewal Authority.* CAA is an organization whose goal is to assist businesses and merchants in our targeted areas with the belief that a strong business community paves the way for a strong neighborhood. It is our hope that these funds, subject to appropriation, will be used as an incentive and motivation for property and business owners to renovate the facades of their buildings in a manner that keeps with the historically appropriate feel for the East End, West Side, and Downtown neighborhoods and aesthetically enhances their business making it more attractive for current and future customers. It is further intended that these funds be spent on areas with the highest impact to the overall pedestrian experience.

Façade Grant Requirements:

1. A façade shall be defined as “any outward facing surface of a building visible from street level, or, any exterior elevation impacting a public space or right-of-way.” Elements of a façade eligible for rehabilitation funding are:

- Doors
- Windows
- Framing
- Kick Paneling
- Entryway Ceilings
- Exterior Lighting
- Cornices
- Fences
- Repair of Historic Materials
- Pilasters
- Plinths
- Columns
- Capitals
- Accent Bands
- Belt Courses
- Masonry Repair
- Stairs
- Roof (if visible from the street)
- Painting
- Siding Repair
- Stucco Repair
- Removal of Retaining Walls
- Ramps/Lifts
- Awnings
- Tile Repair

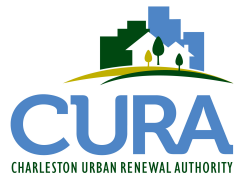
2. The maximum grant award is a \$20,000 match per building. Rehabilitation funds are a 50/50 match (i.e. - if your project costs \$5,000 and is approved, we'll match \$2,500 of your funds with \$2,500 of ours.) Matching funds are issued as a reimbursement once rehabilitation is complete.



3. Detailed renderings of the work to be performed must be submitted along with two (2) written estimates of construction costs. Businesses are eligible to receive free design services through the WV State Historic Preservation Consultant, Mike Gioulis. Renderings provided by other qualified design professionals can be arranged by the applicant, but are subject to approval by CAA.
4. A graphic, physical representation and samples of materials along with a narrative must accompany the application of the proposed project. A color photograph representing any façade work to be completed is required.
5. CAA reserves the right to ask for clarification of any part of the application.
6. All City fees and services shall be current. No grants will be awarded to entities that are in arrears on any City Services, fees, or taxes.
7. Work started prior to receiving written approval of grant funds will not be included in the reimbursement, unless previously approved by CURA or CAA.
8. The Grantee must submit a paid bill and cancelled checks or credit card receipts for reimbursement. Any unapproved changes will void the grant.
9. The applicant may be the property owner or tenant. Tenants must submit the property owner's signed consent.
10. A property owner or lessee may not apply for a grant if the property or business has previously received a façade assistance grant from CAA within three (3) years of this application date, or if any local taxes, fees, or fines are unpaid.
11. CAA will act as a "reviewer" for properly documented applications and will make recommendations to the CURA Review Committee.
12. General Design Criteria:
 - a. The visual prominence of the building and its location
 - b. The aesthetic quality and historic accuracy of the design proposal
 - c. The historical and architectural significance of the building
 - d. The potential impact on the attractiveness of the city streetscape, the particular building, and the economic development of the designated project area
 - e. The comprehensive approach of the design and the long-term maintenance plans

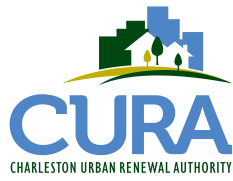


13. All proposed designs must be in compliance with the corresponding CURA district Renewal Plan of the City of Charleston and must be approved by CAA. All required bids, vendors, and project timelines will be reviewed before final approval.
14. All storefronts shall be designed, constructed and maintained to complement and accentuate the architectural features of the building. All accessories, signs and awnings shall likewise harmonize with the overall character of the building and the area around it.
15. Façade Activation Grant monies or matching monies shall not be used for foundation, structural or interior repairs.
16. Once the project is approved and before any construction begins, a contract outlining all agreed upon work proposed within the grant shall be drawn up and signed by CAA, CURA, and the applicant.
17. Grant awards will expire 180 days from the date of approval if work has not commenced or if the project is not completed within 270 days of approval.
18. Appropriate building permits must be obtained from the City of Charleston and exterior building code violations must be brought up to date prior to grant reimbursement. The business and/or property owner must be in good standing, in compliance with, and current on all business licenses, municipal fees, taxes and levies.
19. To draw the grant funds, applicant must submit a written request summarizing the original budget, amount spent, previously received funds and a brief description of the project status. Upon request for the final (total) distribution, applicant shall also include before and after photos of the project.
20. The applicant will provide, and grants permission, to CAA and CURA to take and use before and after photos of the project for publicity, educational and promotional use.
21. The completed project must be left in its approved design and colors for a period of five (5) years from the date of completion, or as otherwise agreed upon by the grantee and CAA.
22. All applications are due in the CAA office by the first Thursday of each month in order to be considered for that month. Applications will be reviewed monthly by the respective CAA. Written notification of proposal status will be sent by the end of the month in which it was considered.



23. There will be a maximum total of \$150,000 in aggregate façade grants awarded in any fiscal year starting July 1st and ending June 30th. Façade grants awards may be prioritized based on the properties impact and/or the historical nature of the renovation.

24. For more information please contact: Susie Salisbury, Charleston Area Alliance, 1116 Smith Street, Charleston, WV 25301; (304) 340-4253 x212 or SSalisbury@charlestonareaalliance.org.



Proposed time schedule for the project:

Start Date: ____ / ____ / ____ Date of Estimated Completion: ____ / ____ / ____

I hereby submit the attached plans, specifications and color samples for the proposed project and I understand that they are subject to the approval of Charleston Area Alliance East End or West Side Urban Design Committee members. I have read and understand the attached requirements. I understand this is a matching grant program. I understand that no work should begin before my request for funding has been approved. I also understand that money is granted on a reimbursement basis, following completion of work and that design changes not approved by CAA program will not be funded. I agree to turn in receipts and a written report accounting for the total reimbursement amount to CAA within 90 days of award notification.

Signature of Applicant: _____

Date of Application: ____ / ____ / ____

Return to:

Charleston Area Alliance
Attn: Susie Salisbury
1116 Smith Street
Charleston, WV 25301



RELEASE AND HOLD HARMLESS AGREEMENT

Release execute on the _____ day of _____ 20 _____

by (Property Owner) _____

And (Tenant – if applicable) _____

Of (street address) _____

City of Charleston, County of Kanawha, State of West Virginia, referred to as Releasor(s)

In consideration of being granted monies for restoration, modifications, signage, or other physical changes to the property located at the above address, the Releasor(s), understands that they are solely responsible for providing their own contractors, and to assure that those contractors are fully insured and licensed and have obtained all necessary permits in accordance with City regulations. The Releasor(s) waives, releases, discharges, and covenants not to sue Charleston Area Alliance, its staff, volunteers, or affiliates for loss or damage, and claims or damages therefore, on account of any work that has been performed in accordance with City or State guidelines.

Releasor(s) agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of West Virginia and that if any portion of the agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Releasor(s) further states that Releasor has carefully read the above release and knows the contents of the release and signs this release as its own free act.

Releasor’s obligations and duties hereunder shall in no manner be limited or restricted by the maintaining of any insurance coverage related to the above referenced event.

This release contains the entire agreement between the parties to this agreement and the terms of this release are contractual and not a mere recital.

Dated this _____ day of _____

Property Owner Signature

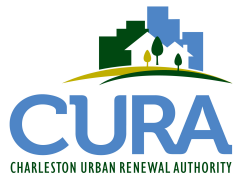
Witness

Property Owner Name Printed

Tenant Signature (if applicable)

Witness

Tenant Name Printed



Owner Authorization for Tenant to Carry Out Façade Improvement and/or Rehabilitation Project

Please Print

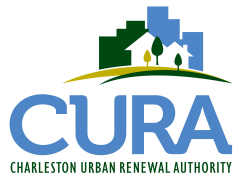
I, _____ (property owner) hereby authorize _____ (tenant) to carry out improvements as specified in the accompanying Façade Renovation Assistance Program Application, on my property located at:

I also agree to and have signed the Release and Hold Harmless agreement included in the application packet that releases Charleston Area Alliance staff, volunteers, and affiliates from legal action pertaining to this project.

Property Owner Signature

Date

Notary



Checklist (to be turned in with application)

Please remember you must turn in two (2) complete applications!

Each application should include:

- | Applicant
Initials | Staff
Initials | |
|-----------------------|-------------------|----------------------------------------------------------------------------------------------------------------------|
| _____ | _____ | Color photographs representing each potentially renovated façade showing two different angles |
| _____ | _____ | A graphic, physical representation and samples of materials (for example fabric sample for awning or paint swatches) |
| _____ | _____ | General description of the proposed project work and site plan |
| _____ | _____ | Completed application form |
| _____ | _____ | Completed Release/Hold Harmless Agreement |
| _____ | _____ | Written estimates for proposed work |
| _____ | _____ | Project budget |
| _____ | _____ | If applicable, the completed Property Owner Authorization form |

FOR OFFICE USE ONLY

Date Application Received: _____

Notes to Committee: _____

Committee Action/Decision: _____

Date Applicant Contacted with Decision: _____

Work Completed: _____

Date of reimbursement: _____