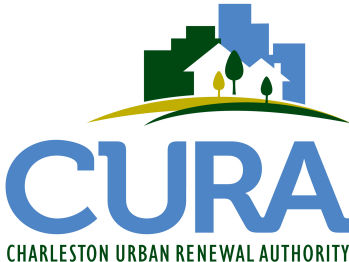


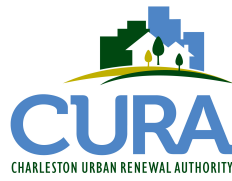
**CHARLESTON URBAN RENEWAL AUTHORITY  
FACADE ACTIVATION PROGRAM**

GUIDELINES AND APPLICATION  
EAST END & WEST SIDE AREAS

Funded by  
Charleston Urban Renewal Authority

Administered by  
Charleston Main Streets





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

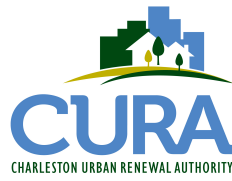
Charleston Main Streets (CMS) and the Charleston Urban Renewal Authority (CURA) are proud to offer a Façade Activation Program for commercial properties located on Charleston’s East End and West Side. Eligible properties include those located within the East End Community Renewal Plan and West Side Community Renewal Plan (see attached map). *This program is possible through funding from the Charleston Urban Renewal Authority.* CMS is a grass roots 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. The Façade Activation Program, subject to appropriation, is available to provide an incentive 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 and West Side and aesthetically enhances their business. We are seeking projects that will result in creating a strong pedestrian impact.

### Façade Grant Requirements:

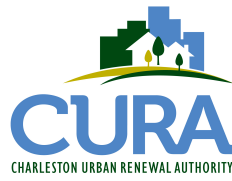
1. A façade shall be defined as “any outward facing surface of a building visible from street level, or, any exterior elevation impacting a public space or right-of-way.” Elements of a façade eligible for rehabilitation funding are:

- 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

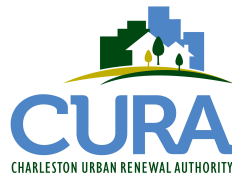
2. The maximum grant award is a \$20,000 match per building. Rehabilitation funds are a 50/50 match (i.e.- if your approved project costs \$5,000, CURA may provide up to \$2,500 match). Matching funds are issued as a reimbursement after rehabilitation is complete.



3. Detailed renderings of the work to be performed must be submitted along with two (2) written estimates of construction costs. Businesses inside Charleston Main Streets' East End or West Side districts 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 Charleston Main Streets.
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. CMS 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, CMS, and the district's Urban Design Committee chairperson.
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 CMS within three (3) years of this application date, or if any local taxes, fees, or fines are unpaid.
11. CMS will act as a "reviewer" for properly documented applications and will make recommendations to the respective Urban Design Committee and 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

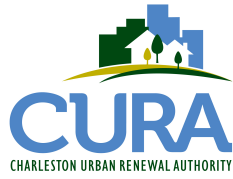


13. All proposed designs must be in compliance with the corresponding CURA district Renewal Plan of the City of Charleston and must be approved by the respective district CMS Urban Design Committee and by the CURA Review Committee. All required bids, vendors, and project timelines will be reviewed before 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 CMS, 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 CMS 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 CMS.



22. All applications are due in the CMS office by the first Thursday of each month in order to be considered for that month. Applications will be reviewed monthly by the respective CMS Urban Design Committee. 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 (spread between downtown, east end and west side) awarded in any fiscal year starting July 1<sup>st</sup> and ending June 30<sup>th</sup>. 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: Steven Romano, Director of Community Development, 428-A Shrewsbury Street, Charleston, WV 25301; (304) 767-9800; or [Steven@CharlestonMainStreets.org](mailto:Steven@CharlestonMainStreets.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 Main Streets 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 Charleston Main Streets program will not be funded. I agree to turn in receipts and a written report accounting for the total reimbursement amount to CMS within 90 days of award notification.

Signature of Applicant: \_\_\_\_\_

Date of Application: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Return to:

Charleston Main Streets  
Attn: Steven Romano, Director of Community Development  
428-A Shrewsbury Street  
Charleston, WV 25301  
(304) 767-9800



**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 Main Streets, 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

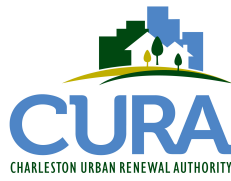
\_\_\_\_\_  
Property Owner Name Printed

\_\_\_\_\_  
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 Activation Program Application, on my property located at:

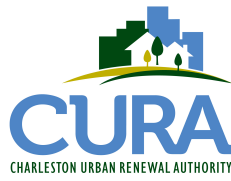
\_\_\_\_\_

I also agree to and have signed the Release and Hold Harmless agreement included in the application packet that releases Charleston Main Streets 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: \_\_\_\_\_