



## Façade Improvement Program

*Downtown Business Area  
Implementation Project*

Adopted September 26, 2022

### What is the Façade Improvement Program?

The Façade Improvement Program assists property and business owners located within the downtown area to undertake storefront or building front improvements. These improvements can range from minor repairs and painting to substantial façade renovations on buildings used for commercial or office uses.

The goal of the program is to

1. Encourage well-designed improvements;
2. Restore significant architectural elements of the structure, and
3. Coordinate the important features of a commercial or office storefront into a more visually attractive package.

These goals, in turn, are designed to increase the attractiveness of the downtown, increase patronage for the downtown businesses, and provide the impetus for further private investment in Weldon's downtown area.

The program is funded through the Town of Weldon's Downtown Revitalization Grant and will be reviewed by the Weldon Board of Commissioners and administered by Weldon Town staff. This is a program funded by the Town of Weldon and is designed to promote economic development. However, it is also designed to provide incentives for more private investment in the downtown. Once funding is exhausted for a fiscal year, council may or may not choose to provide additional funding.

### How does the program work?

Approved property owners or business operators with owner approval who undertake at least \$2,000 of improvements to the exteriors of their existing businesses will receive a grant in the form of a deferred loan equal to one-half (1/2) of the total cost of the work, up to a maximum of \$5,000 per storefront. Corner lots with significant or double façade exposure may qualify for an additional \$2,500 (for a maximum of \$7,500) but to receive this additional grant, the grantee will have to expend \$15,000.

For example, if an applicant is approved for the program and undertakes \$5,000 of improvements, the amount of assistance made available would be for \$2,500. To receive the maximum assistance of \$5,000 the building owner would need to invest at least \$10,000 in improvements unless they are applying for double façade funding, then see above.

The grant funds will be provided as a **reimbursement** (after work is completed) of eligible costs (approved by the Weldon Board of Commissioners) once the improvements have been completed, inspected, and approved by Town staff. The grant will be in effect for and deferred for a minimum of three years. Should the structure be significantly changed, demolished, or

rebuilt during that three year period, then a prorated portion of the grant loan will be paid back to the town. If no changes are made at the end of the three year period, the grant will be closed out.

Access to the façade assistance program will be on a first come, first served basis. If multiple applications are received and funding limited, the participants will be selected by the Weldon Board of Commissioners based on meeting the objectives of the program. Selected eligible applicants must complete the façade improvement project within a consecutive six (6) month (180 days) period following project approval.

## **Who can apply for funding?**

Any property/building owner or business operator with written authorization from the owner can apply for funding assistance. Owners of multiple buildings/properties may apply for funding assistance for each property as long as the improvements for each property are separate projects. The project site must be located within the downtown business area boundary (see enclosed map). Business operators must have a minimum of two years remaining on their lease or have an option to renew.

## **What type of improvement is eligible for funding?**

Improvements must be on the façade of the building facing the primary street orientation or if on a corner lot, the façades facing the two streets of primary orientation. Examples of **eligible** improvements include:

- Safe cleaning of brick/stone fronts or wall surfaces. This includes chemical stripping, water wash or scraping. No sand blasting is allowed. Chemical stripping is not appropriate for historic properties.
- Masonry repair, mortar joint repair, re-pointing of brick.
- Re-painting and patching of façade walls.
- Repair/replacement/relocation of windows and/or doors.
- Removal of siding and exterior false facades and metal canopies.
- Repair, reconstruction, and/or replacement of original architectural details.
- Installations of canvas-type awnings.
- Structural and cornice repair and/or replacement.
- Railings, ironwork repair or addition.
- Historic reconstructions, rehabilitation or compatible reconstruction of a store front.
- Landscaping including sidewalks and plantings.
- Murals
- Installation or improvement of permanently installed signage as part of a renovation activity. In other words, signage may not be the only activity undertaken with the façade improvement grant. Also, signage must be a permanent installed feature of the façade and may not be portable or removable.
- Addition of a patio or an outdoor eating space (including permanently installed furniture)

Examples of **ineligible** activities include:

- Improvements made prior to grant approval.
- Interior rehabilitation/improvements

- Construction of false fronts.
- Blocking up of windows or installing storm/vinyl windows and doors.
- Demolition of historic features.
- Materials inappropriate to the original structure or nearby structures.
- Alarm systems.
- New building construction
- Electrical work that involves more than providing service to the façade.
- Any interior work.
- Any items that are not allowed by the NC State Building Code or the Town of Weldon Code of Ordinances
- Parking lots and parking lot striping
- Application Fees, permit fees, inspection fees

## **Are there any design guidelines?**

Projects must conform to the Town of Weldon Zoning Ordinance, Building Code Ordinance, National Registry of Historic Places guidelines (if applicable), and be consistent with overall downtown business area guidelines. If an applicant is in need of design assistance, Town staff can provide contact information for one or more design firms.

## **How does the application process work?**

First, applicants must meet with Town staff. At this preliminary stage, Town staff will explain the program requirements as well as discuss the scope of the renovation project with the applicant. Also at this stage the preliminary eligibility for the program will also be determined.

The preliminary stage will be followed by the submission of the Application for Assistance (See attached). Along with the application, the applicant will provide a written description, or an architectural or building design plan of the improvements in sufficient detail to determine program compliance will be required. **If a contractor will perform the work, at least two contractor bids or quotes for the work to be performed must be provided.**

Town Staff will review the application and submit its recommendation for approval or disapproval to the Weldon Board of Commissioners within 30 days of receipt. If approved, the applicant will receive a Letter of Commitment from the Town of Weldon for a specified amount. The applicant can then proceed with necessary permitting.

## **What happens after a project is selected for funding?**

Work selected for a matching grant must be completed within 6 consecutive months (180 days) of approval of the application, unless extended by the Town of Weldon. The applicant is responsible for obtaining all building permits and any other required permits for the work to be done. The applicant is responsible for conforming to all applicable safety standards and conditions. When all work is completed, Town staff will inspect the work and if approved, will issue a Certificate of Completion. Reimbursement for eligible work will be paid to the applicant within thirty days upon presentation of project invoices.

The owner of a selected project will agree to allow the Town of Weldon to promote an approved project including, but not limited to, displaying a sign at the site during and after construction and using photographs and descriptions of the project in future Town marketing materials.

**TOWN OF WELDON**  
**DOWNTOWN FAÇADE IMPROVEMENT PROGRAM**

Adopted 9/26/2022

**Application For Assistance**

Date:
Name(s) of Owner/Business Operator:
Owner(s)/Business Operator(s) Address:
Owner(s)/Business Operator(s) Email Address:
Owner(s)/Business Operator(s) Phone Number(s):
Note: Business Operators with at least two (2) years remaining on their lease or an option to renew their lease must have the property owner of record sign the permission form below authorizing and approving such façade improvements.
Property Address:
Existing Use of Property:
Use of Property After Improvements:
Contractor's Name: (If Self Please Indicate)
Contractor's Address:
Contractor's Phone Number(s):
Contractor's Email:
General Description of Improvements, include types of materials and colors (attach color photo or architectural drawing, inclusive of paint samples and awning fabric samples):
Approved by (date):
Estimated Cost of Façade Improvement (Total): Design/Architect: Construction:
(Attach final bid documents when available)
Estimated Start Date: _____ Estimated Completion Date: _____

I have read and understood the Town of Weldon's Façade Improvement Program description and requirements.

Business Operator's Name

Business Operator's Signature (Date)

\_\_\_\_\_

\_\_\_\_\_

I certify that I, the trustee and/or owner of record of the property at \_\_\_\_\_ give the above signed applicant authority to implement the above described improvements as may be allowed under the Town of Weldon's Façade Improvement Program.

Property Owner's Name

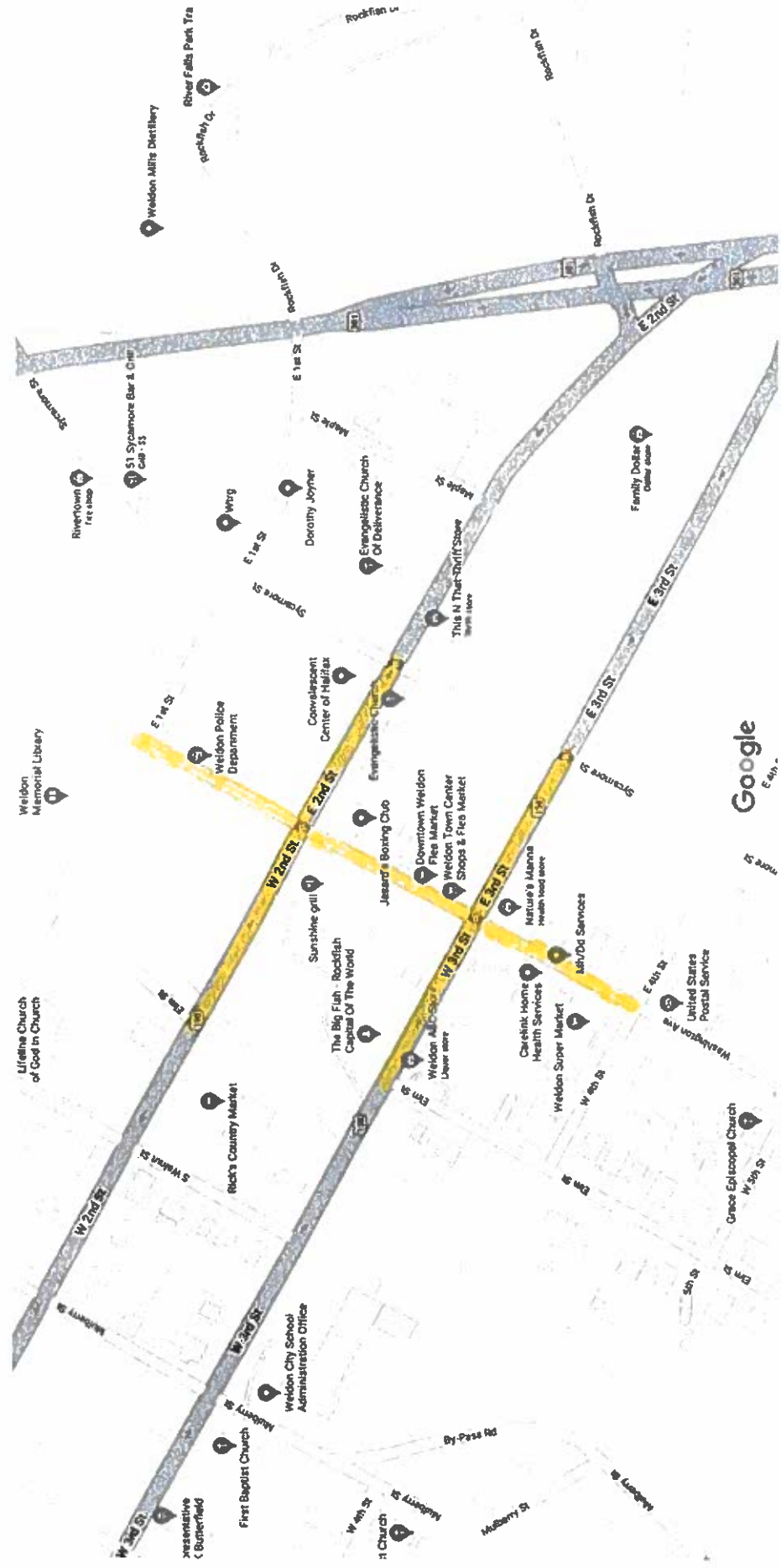
Property Owner's Signature (Date)

\_\_\_\_\_

\_\_\_\_\_

**FOR OFFICE USE:** Attach Letter of Commitment noting project approval and funding availability and other necessary applications, forms, and building permits.

# Google Maps Town of Weldon Facade Improvement Program Downtown Business Area



Map data ©2022 100 ft