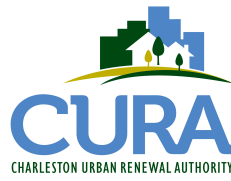


CHARLESTON URBAN RENEWAL DISTRICT  
FACADE ACTIVATION PROGRAM  
GUIDELINES AND APPLICATION

Funded by  
Charleston Urban Renewal Authority

Administered by  
Charleston Main Streets



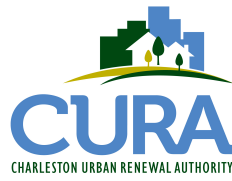


## **Urban Revitalization District Façade Activation Program Grant Guidelines & Application**

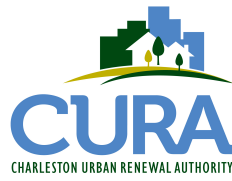
Charleston Main Streets (CMS) and the Charleston Urban Renewal Authority (CURA) are proud to announce the newly formed Façade Activation Program for business properties located in Charleston's East End and West Side. Eligible properties include those located within the East End Community Renewal Plan, Strategic Urban Renewal Plan for Downtown Charleston, East End, and West Side Districts, and the West Side Community Renewal Plan. *This program is made 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 area 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 and West Side neighborhoods and aesthetically enhances their business making it more attractive for current and future customers.

### **Façade Grant Requirements:**

1. The maximum grant award will be a \$20,000 match per building or \$5,000 per physical street address (whichever is greater). The physical street address must include direct access into the business from the street (i.e. individual office suites and apartments cannot be included in calculating the amount awarded). These funds are a 50/50 match, i.e. if your project costs \$5,000 and is approved, we'll match \$2,500 of our funds with \$2,500 of yours.
2. Two (2) written estimates for the total price of the project are required. If freelance work is planned to be completed, a full rendering of the work must be submitted with the along with quotes for the cost of all materials used for construction/renovation. Renderings submitted must be provided through CMS via Mike Gioulis, the WV State Historic Preservation Consultant.
3. 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.
4. CMS reserves the right to ask for clarification of any part of the application.
5. Work started prior to receiving written approval of grant funds will not be included in the reimbursement, unless previously approved by the CMS District Program Director and Design Committee chairperson.

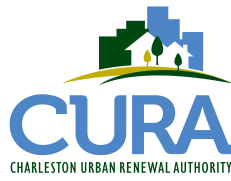


6. The Grantee must submit a paid bill and cancelled checks or credit card receipts for reimbursement. Any unapproved changes will void the grant.
7. The applicant may be the property owner or tenant. A tenant must submit the property owner's signed approval.
8. A property (owner or lessee) may not apply 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.
9. The respective District Program Director of CMS will act as a "reviewer" for properly documented applications and will make recommendations to the judging group.
10. 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
11. 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 CMS Design Committee. Once designs are approved, the applicant must present the proposed plan to the respective CMS Board of Advisors. All required bids, vendors, and project timelines will be reviewed before final approval.
12. All storefronts shall be designed, constructed and maintained to complement and accept 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.
13. No grant monies or matching monies shall be used to perform routine general repair, structural, or habitable work or otherwise to meet code to occupy the building.
14. 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 the CMS Executive Director, CURA Executive Director, and the applicant.



15. 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.
16. The applicant grants permission to CMS to take and use photos of the completed project for publicity, educational and promotional use.
17. 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.
18. 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 by the CMS Design Committee. Written notification of proposal status will be sent by the end of the month in which was considered.
19. Approved applicants must have a written report recapping their project and receipts accounting for total award reimbursement turned into CMS 60 days after reimbursement from CMS have been received.
20. 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 Street West Side 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



**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

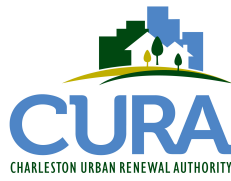
\_\_\_\_\_  
Witness

\_\_\_\_\_  
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 Renovation Assistance Program Application, on my property located at:

\_\_\_\_\_

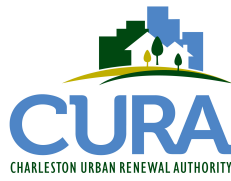
I also agree to and have signed the Release and Hold Harmless agreement included in the application packet that releases Charleston Main Streets staff, volunteers, and affiliates from legal action pertaining to this project.

\_\_\_\_\_  
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: \_\_\_\_\_