



Town of Hudson: Facade Improvement Grant Program

SOURCE OF FUNDS

The program is funded through an appropriation in the annual general fund budget by the Town of Hudson Board of Commissioners (Board).

OBJECTIVE AND PURPOSE

1. The objective of the program is to improve the facades of downtown buildings so that after completion of work, citizens will notice a marked improvement in the appearance of the buildings.
2. The purpose of the program is to provide an economic incentive (financial assistance) to:
 - a. Promote storefront rehabilitation in the downtown area;
 - b. Preserve the unique character of downtown's historic buildings;
 - c. Encourage aesthetic compatibility for improvements to facades of non-historic structures;
 - d. Encourage the use of quality materials, good design, and workmanship in the rehabilitation of downtown properties;
 - e. Make improvements that produce a highly visible contribution to downtown Hudson.

ELIGIBILITY

1. A façade is defined as an individual storefront or commercial building side which faces a public right-of-way or is otherwise visible to the general public from the street. A façade is the face of a building, especially the principal front that looks onto a street or open space.
2. Commercial buildings must be zoned Central Business and located within the designated Project Area (see attached map).
3. Owner or tenants are eligible to apply; however the owner must sign the application.

GUIDELINES

1. All rehabilitations must:
 - a. Meet the North Carolina State Building Code and Zoning Ordinance requirements of the Town of Hudson. All applicants must consult with the Town's Zoning Administrator prior to completing an application.
 - b. Applicants are encouraged to Follow the U.S. Secretary of the Interior's Standards for Rehabilitation if applicable (see attached).

2. Approved types of rehabilitations include:
 - a. Safe cleaning of brick/stone fronts or wall surfaces. This includes chemical stripping, water wash or scraping. No sand blasting is allowed. Chemical striping is not appropriate for historic properties (please see item seven U.S. Secretary of The Interior's Standards for Rehabilitation).
 - b. Masonry repair, mortar joint repair, re-pointing of brick.
 - c. Re-painting and patching of façade walls.
 - d. Repair/replacement of windows and/or doors.
 - e. Removal of siding and exterior false facades and metal canopies.
 - f. Repair, reconstruction, and/or replacement of original architectural details.
 - g. Installations of canvas-type awnings.
 - h. Structural and cornice repair and/or replacement.
 - i. Railings, ironwork repair or addition.
 - j. Historic reconstructions, rehabilitation or compatible reconstruction of a store front.
 - k. Landscaping including sidewalks and plantings.
 - l. Murals.
 - m. Installation/replacement/repair of exterior lighting and appropriate signage including structures or frames that contain or hold a sign.
3. Ineligible projects include:
 - a. Improvements made prior to grant approval.
 - b. Interior rehabilitation/improvements
 - c. Construction of false fronts.
 - d. Blocking up of windows or installing storm/vinyl windows and doors.
 - e. Demolition of historic features.
 - f. Roof and chimney repair and construction of mansard roof.
 - g. Materials inappropriate to the original structure or nearby structures.

INTENT AND GUIDANCE

1. Rehabilitation of structures in the downtown district should respect and reflect the architectural integrity of the entire building and retain those elements that enhance the building.
2. Priority is given to rehabilitation projects that notably and visibly improve downtown facades.
3. This program is to aid substantial investments to improve the aesthetic qualities of a building as well as protect it for the future.
4. Façades should be in harmony with the character of the Downtown and in coordination with the shape, color and design of adjacent facades.
5. Use colors that are compatible with other buildings and that are true to the style and age of the structure.
6. The Town reserves the right to withhold the approval of a grant application if the color, design, sign design or other façade component is not deemed appropriate to the historic integrity of the structure and/or the Downtown as a whole.

GRANT AWARD

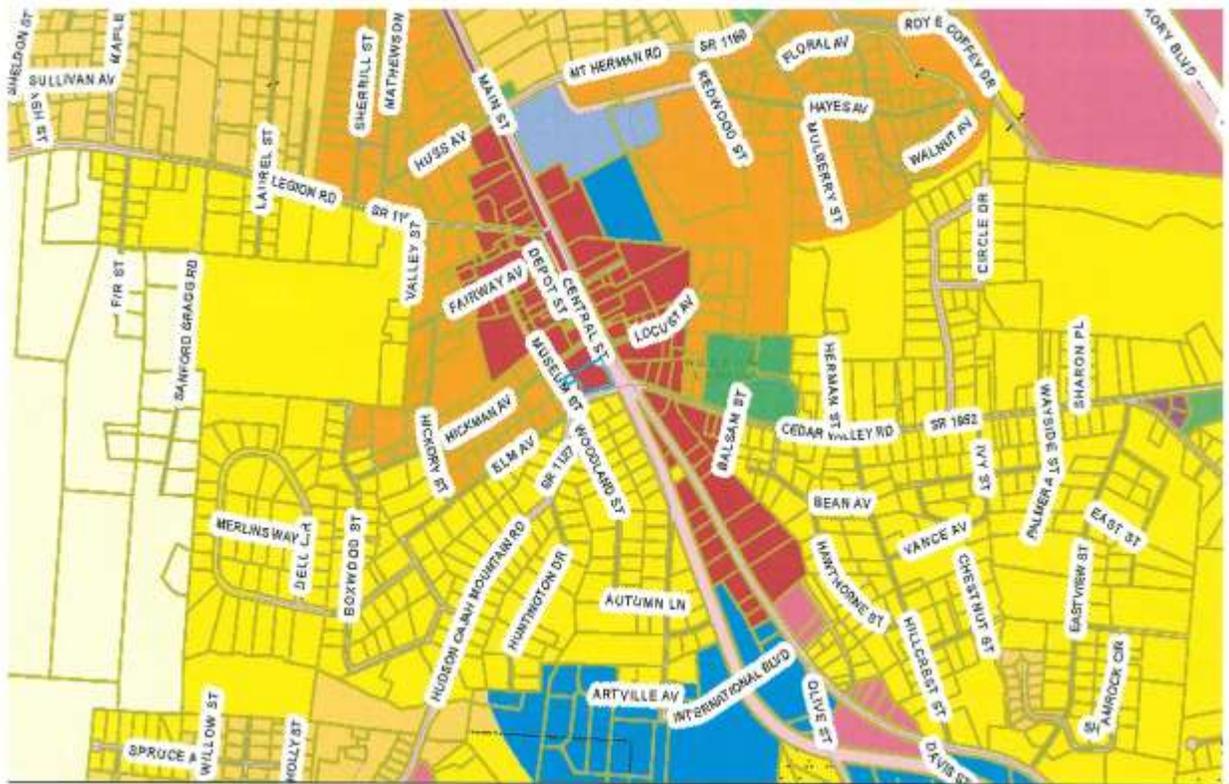
1. Grant award amounts are at the discretion of the Town.
2. Decisions may be based upon, but not limited to, size, project cost and amount of available funds.
3. Qualifying projects are eligible for a grant at a minimum of five hundred dollars (\$500) but not more than two thousand five hundred dollars (\$2,500) per building on a fifty/fifty (50/50) matching, reimbursement basis. At the discretion of the Town and based on applications received, larger grants may be considered on a case by case basis. Larger grants can only be considered when investment is in a larger than \$5,000.
4. At least two (2) project cost estimates must be submitted with the application. If both estimates are deemed equal (in regards to quality of materials used, etc.) only fifty percent (50%) of the lowest estimate will be granted, regardless of which bid is accepted by the building owner.
5. The grant amount shall be determined at time of application approval and paid when the project is completed.
6. The work must be completed within three (3) months of application approval; however, the owner may request one extension for two (2) months based upon compelling valid reasons for the delay. Extensions are discouraged.
7. The façade improvement must stay in place for three (3) full years from the date of completion. If not, the grant amount for that project must be repaid in full.

DECISION PROCESS

1. Applications will be reviewed for completeness and compliance with the criteria above by either Town Manager, Zoning Administrator, or the Town Manager's designee. Incomplete applications will be returned to the applicant. Complete applications will be reviewed by a Façade Grant Committee (FGC) consisting of The Town manager or his/her designee; a representative on and appointed by the Town Planning Board; a Town Commission Member (appointed by the Mayor) and, a representative appointed by and on the Hudson Community Development Association. Upon review the Façade Grant Committee will make recommendation to the Board for approval.
2. If the application is not approved, a meeting can be scheduled with the applicant and Town staff to refine the proposal to enable it to qualify if possible. If other, more appropriate applications are pending, they will take precedence; however, efforts will be made to help applicants succeed.
3. A notification letter or email will be sent to applicants explaining approval or denial.
 - a. Denied applications may be improved/corrected and re-submitted for consideration. If the revised/corrected application is also denied, the applicant can appeal the denial of the grant award to Town Commission via the Town Manager.
4. If awarded, the applicant and owner must accept the contract/grant agreement **before** work begins.
5. Applicant must obtain necessary zoning and building permits if applicable.
6. Applicant may then begin work.
7. Upon completion of work, applicant must submit any documents evidencing payment required by the Town including, but not limited to, receipts of payment, canceled checks, contractors' payment receipts and lien waivers, to the Town of Hudson.
8. FGC will inspect work for conformance with the approved application.

9. If the work is accomplished in accordance with the agreement and grant requirements, then the Town shall reimburse the applicant for 50% of the actual project costs or the approved grant amount, whichever is less.

DESIGNATED PROJECT AREA MAP: B1 and B2 Zoned Properties



*Only properties highlighted in red and zoned CB on the map above are eligible participants. If unsure of eligibility, Town staff can confirm eligibility. For any additional information, please contact Town Hall at (828) 728-8272.

U.S. SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

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.



Town of Hudson: Façade Improvement Grant Program Application

Property Address: _____

Owner Name: _____

Applicant Name: _____

Applicant Mailing Address: _____

Applicant Phone Number: _____ - _____ - _____

Applicant Email Address: _____

Grant Request Amount \$ _____ Business Name _____

APPLICATION SUBMITTALS

Completed original and two copies of the application form and supporting documentation:

1. Detailed written explanation/description of the project including total cost of improvements and projected date of completion.
2. At least two (2) detailed, itemized, construction bids/estimates/quotes of the project cost.
3. Design plans/drawings/sketches of the proposed improvements.
4. Color schemes or samples of paint colors.
5. Current color photographs of the site.

Submit application and attachments (paper and/or digital copies) to:

- rebecca.bentley@townofhudsonnc.com; or
- Town Hall (550 Central Street – to deliver in person); or
- Town of Hudson, PO Box 457, Hudson, NC, 28345 (by mail)

I understand the limits and requirements of this program and if approved, agree to complete the project according to plan. I understand that failure to comply with the approved application may result in the termination of the grant.

Applicant Signature: _____ Date: _____

Owner Signature: _____ Date: _____