



Façade Grants as a Catalyst for Economic Development

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Street & Rural Planning Center, NC Dept. of Commerce

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Main Street is
Economic
Development
within the
context of
Historic
Preservation



“In economics it is the differentiated product that commands a monetary premium,” Don Rypkema, PlaceEconomics



There are 74 Façade Incentive type grants in North Carolina most are in the NC Main Street programs – amounts vary from \$500 to \$7,500, avg. \$2500, 50/50 match



Appalachian Theatre
rehabilitation project, Boone

Statistics FY 2017-2018

NC Main Street F/Y 2017-2018	NCMS	STMS
Façade Improvements	372	17
Building Renovations	255	25
Net FTE & PTE Job Gain	1,288	122
Business Expansions	130	7



(C) 2014 Garry E. Hodges

Cumulative Property
Improvements for NC Main Street
since 1980

- Building Renovations
5914
- Façade Improvements
6216
- Average of 159 Façade
Improvements per year
for the last 39 years
 - And 151 Building
Renovations

NC Small Town Cumulative Property Improvements since 2003:

Building renovations	581
Façade Improvements	410



Façade Incentive Grant Application:

- Must be clear
- Must be simple
- Main Street program should be proactive in offering assistance
- Program should offer enough of an incentive to make it worthwhile
- Be flexible when possible in awarding grants –consider incentivizing beyond a façade
- Must have everyone sign off on the application they understand the program/process
- No monies awarded until after the project is finished and they can show invoices & receipts



Design Review: What does it mean?

- Design Review Committee has a responsibility to consider whether or not a design application is approved.
- Objectivity: reviewer must remain objective or be excused from reviewing
- Approval based on whether or not the design meets secretary of interiors standards.
- If the project is simple considerations still need to be made as to whether or not things like the color fits into an historic palate, awning is an appropriate size and fit etc.
- Put a good review team together!
- Train the team!





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Good Design Basics: There are no themes for downtown.

Main Street is a preservation-based program. Work to enhance your historic building stock.



Good Design Basics: Start Small.
Encourage smaller projects in the beginning.



Good Design Basics: Observe the Secretary of Interiors Standards for Rehabilitation

This is REQUIRED for all NC Main Street/Small Town Main Street Programs



Good Design Basics: Stress
Preservation & rehabilitation
over demolition

EVERY building in your downtown tells
a story. Learn your stories and tell them
to your community.

Fuquay Varina , 2019 NC Main Street
Economic Vitality Award



Good Design Basics: Focus on quality

Shelby 2019 NC Main Street Economic
Vitality Adaptive Reuse Award



Good Design Basics: Focus on quality including infill

Brevard 2019 NC Main Street Award Best Infill Development

Good Design Basics: Be unique

Every Main Street community has its own history, which gives a sense of place. Celebrate your unique heritage and architectural character.



Elkin, NC Rock the Façade Project

ROCK THE FAÇADE



THURSDAY
JUNE 25TH
5-8PM

SKULL CAMP
BREWERY, ELKIN

SKULL CAMP BEER
ELKIN CREEK WINE
DINNER BY HARRY'S PLACE
LIVE MUSIC

\$25 PER PERSON*

(KIDS UNDER 12) FREE

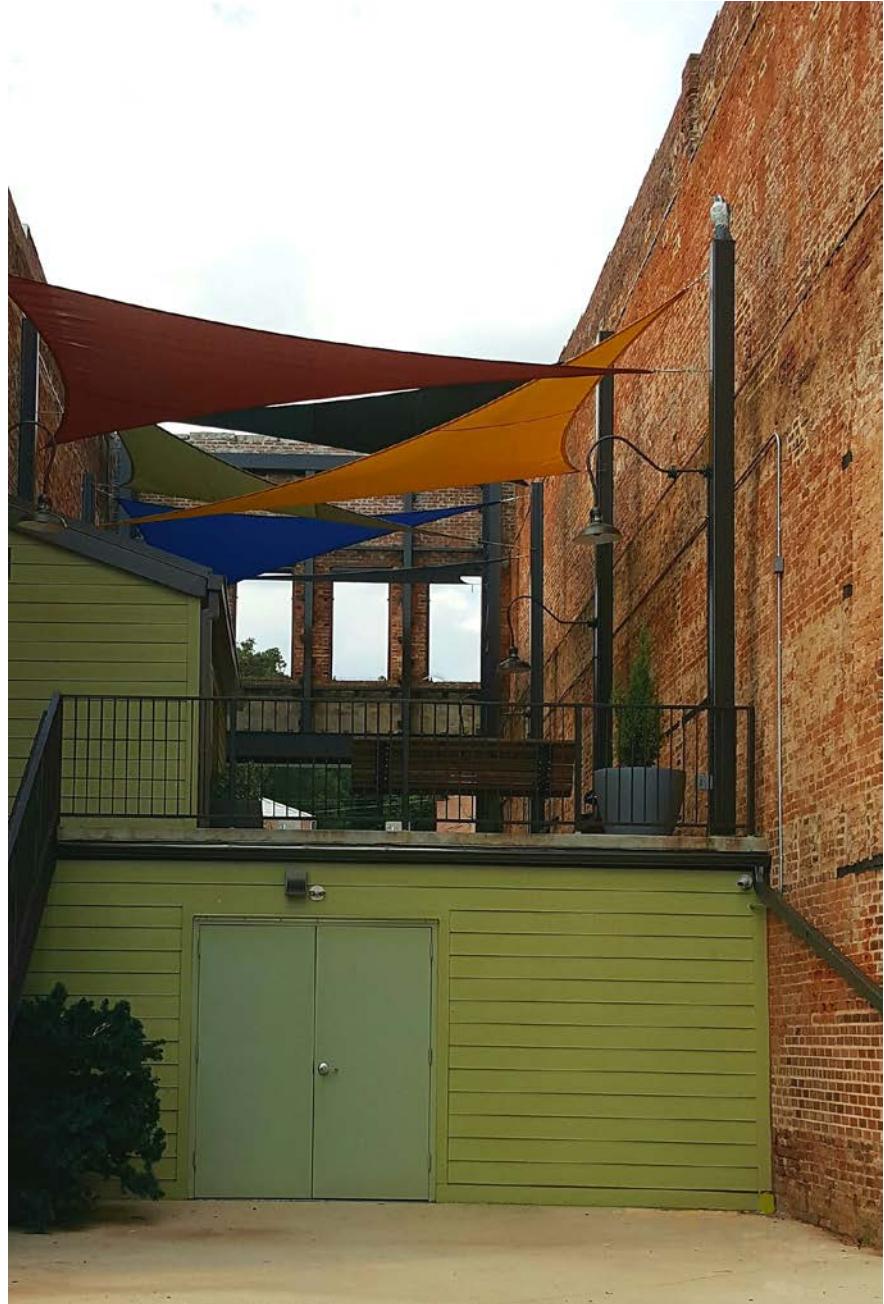
*INCLUDES DINNER & 2 DRINK TICKETS

PROCEEDS GO TOWARDS THE
PRESERVATION OF
ELKIN'S MAIN STREET ROCK
115 WEST MAIN STREET

TICKETS AVAILABLE THROUGH:

SKULL CAMP BREWERY
ELKIN CREEK VINEYARD
HARRY'S PLACE
ELKIN MAIN STREET ADVISORY BOARD
EMAIL: ELKINMSAB@GMAIL.COM

Take a creative
approach to save
a façade or
enhance a facade



Good Design Basics: Be Unique Elkin's Rock Façade Building AFTER

2019 NC Main Street Economic Vitality
Endangered Property Award

Existing facade

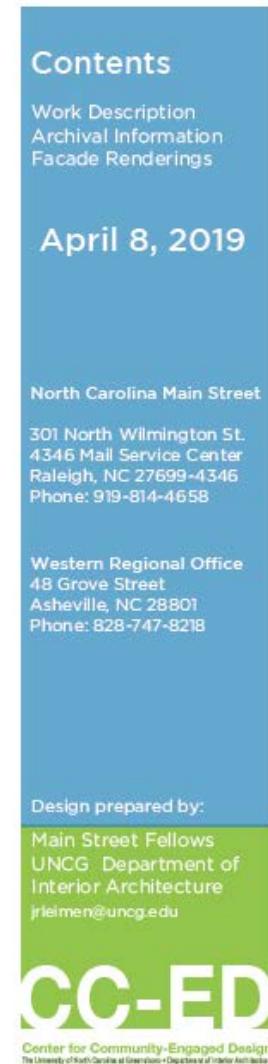


Proposed façade rendering by UNCG Main Street
Fellows

Offer design services

Design Proposals Help Visualize Possibilities

North Carolina Main Street & Rural Planning Center contracts with UNCG Dept. of Interior Architecture they annually provide 40+ renderings and up to 4 upper floor residential schematic designs



Design Proposal



Existing Front Facade

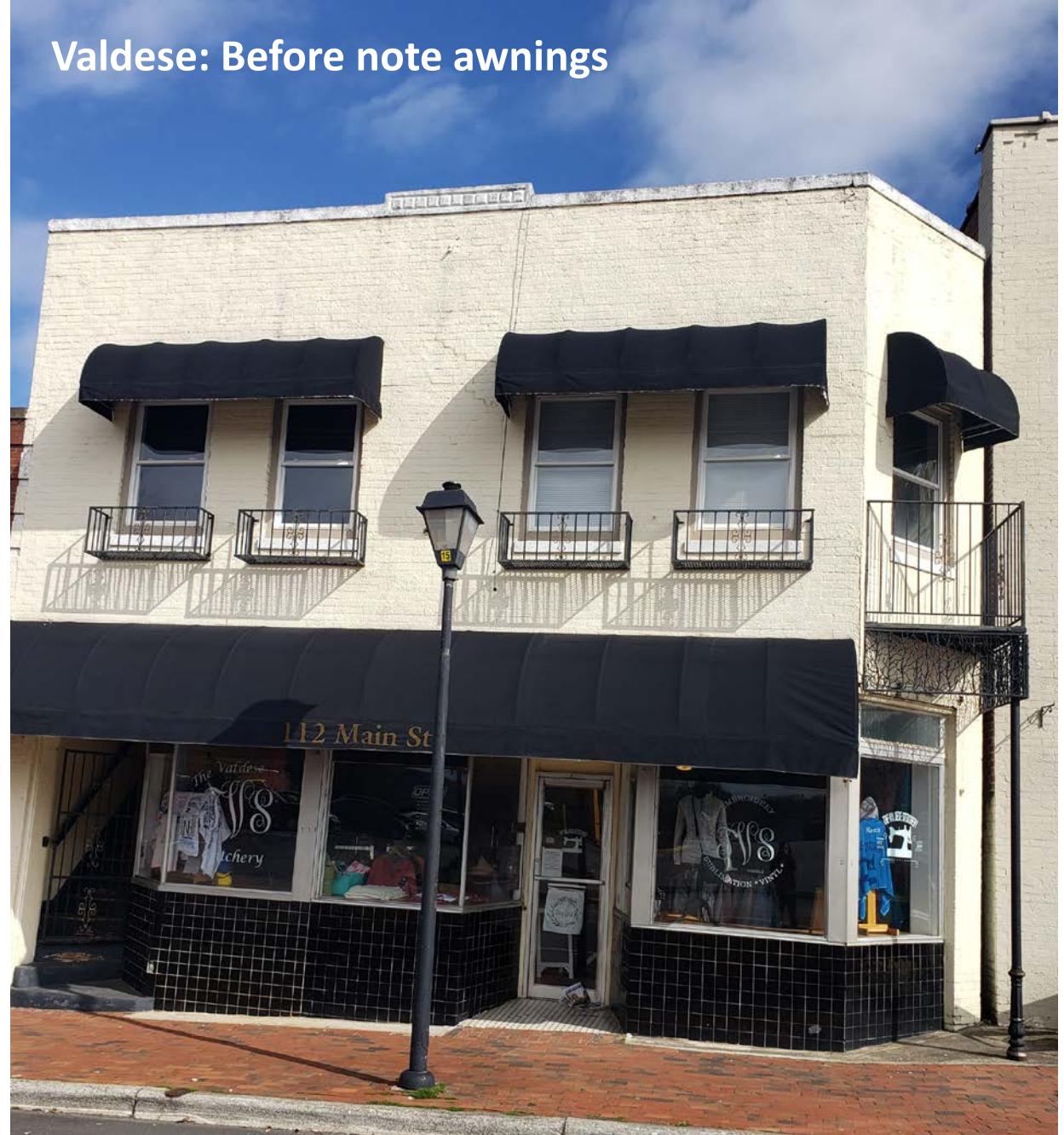


Without Street Level Awning With Street Level Awning

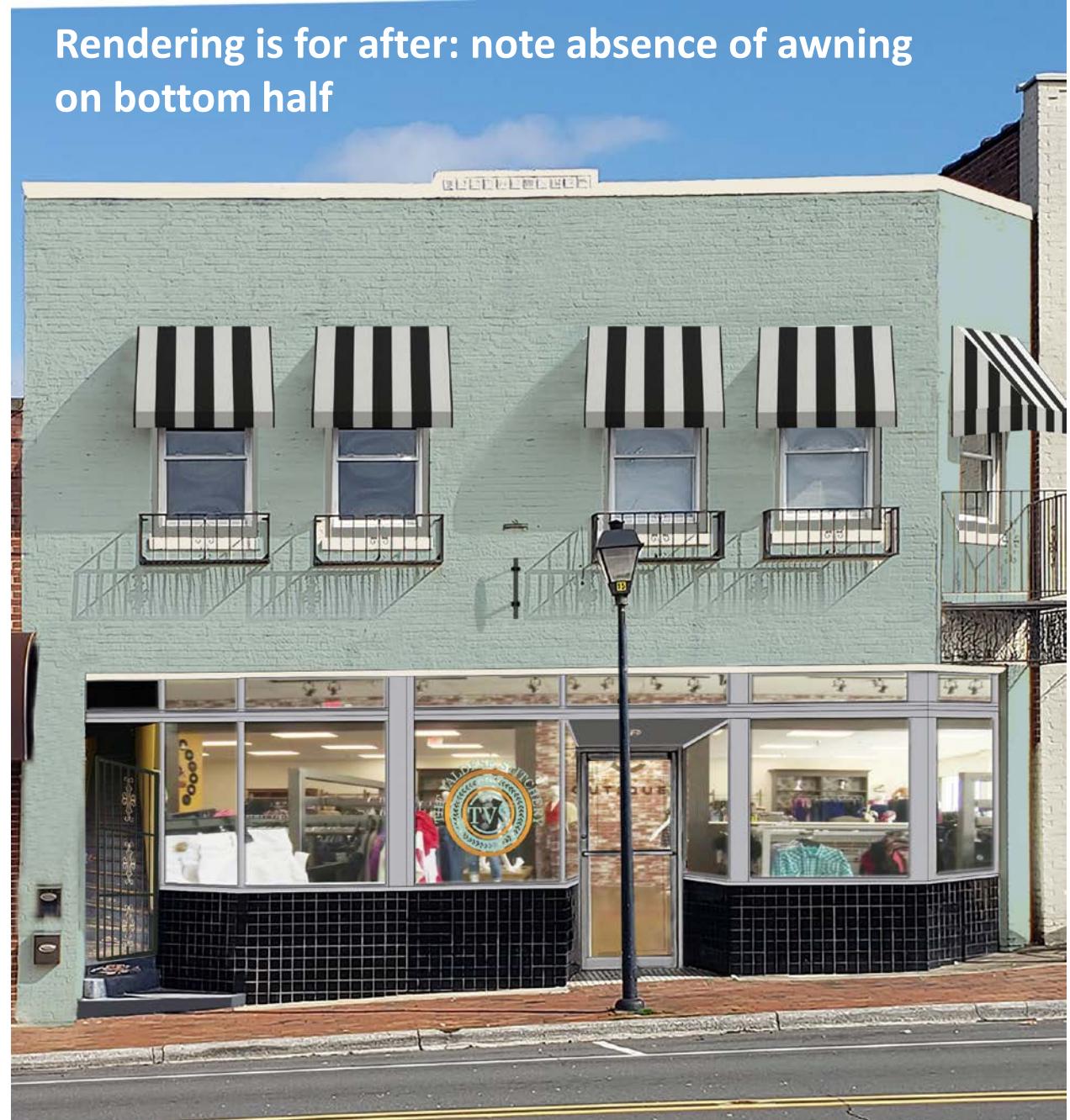
Proposed Front Facade

112 Main St. W.
Valdese, NC 28690

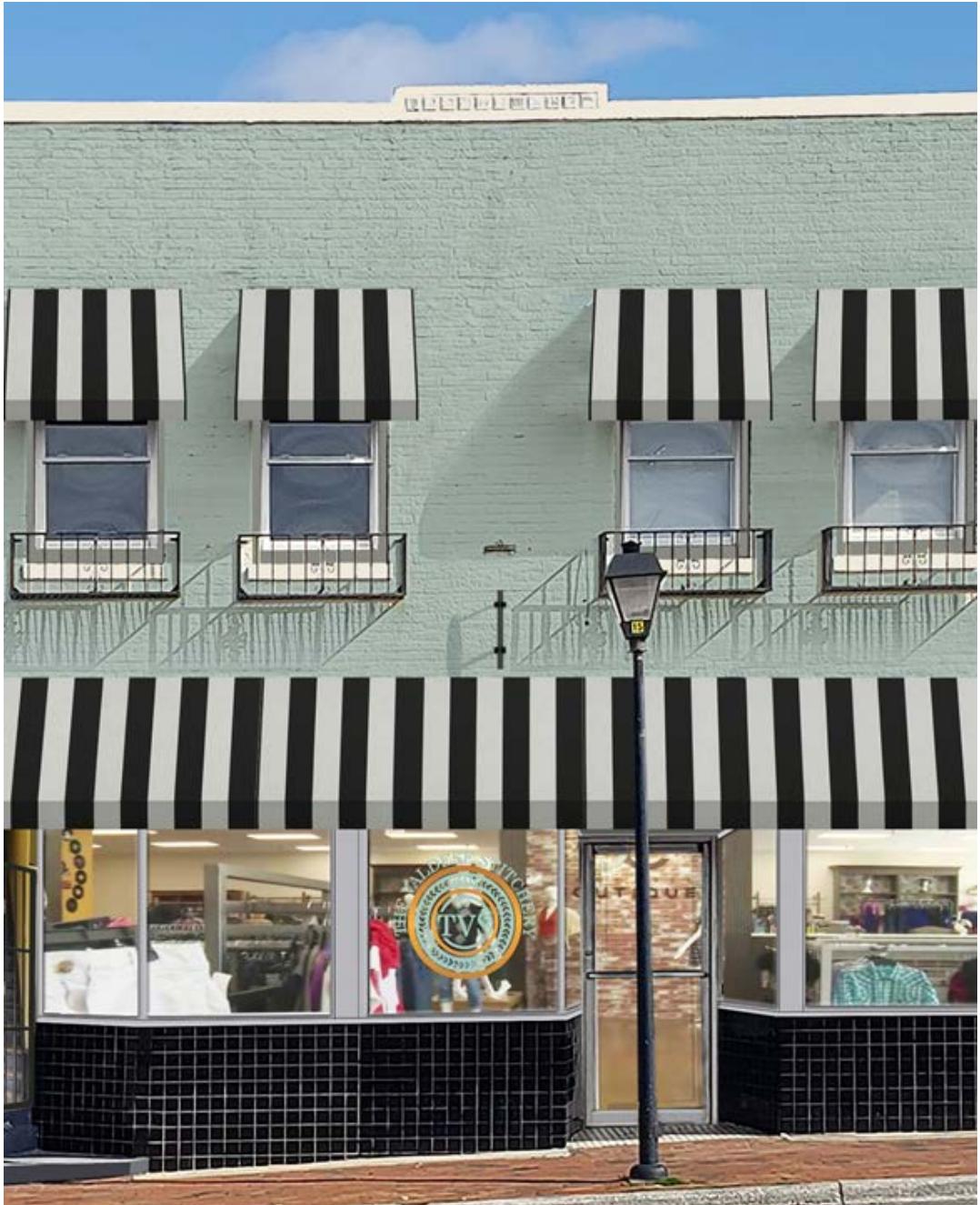
Valdese: Before note awnings



Rendering is for after: note absence of awning on bottom half



Valdese, Main Street since 2018, population, 4,490



Rendering offers options: with awning on 1st floor or without awning on 1st floor. Façade grant has been approved for \$5,000. Private investment will be approximately \$20,000.

West Jefferson:
Population 1,290
a Small Town
Main Street
program since
2008

Town budgets \$4,000 p/y for
Façade Incentive Grant program
Typically give \$1,000 per request





Property Owner wanted Façade Enhancement & Desired to Renovate Upper Floor for Residential



Main Street Center
COMMERCE

Contents

Work Descriptions
Proposed Upper Story
Archival Information
Entrance Renderings
Annotated Floorplans

August 3, 2016

North Carolina Main Street
4313 Mail Service Center
Raleigh, N.C. 27699-4313
(919) 571-4900

Western Regional Office
31 College Place, Bldg B
Asheville, NC 28801
(828) 251-6914

Design prepared by:
Main Street Fellows
UNCG Department of
Interior Architecture
jleimen@uncg.edu



Center for Community-Engaged Design

The University of North Carolina at Greensboro • Department of Interior Architecture

North Carolina Department of Commerce North Carolina Main Street Center

Design Proposal

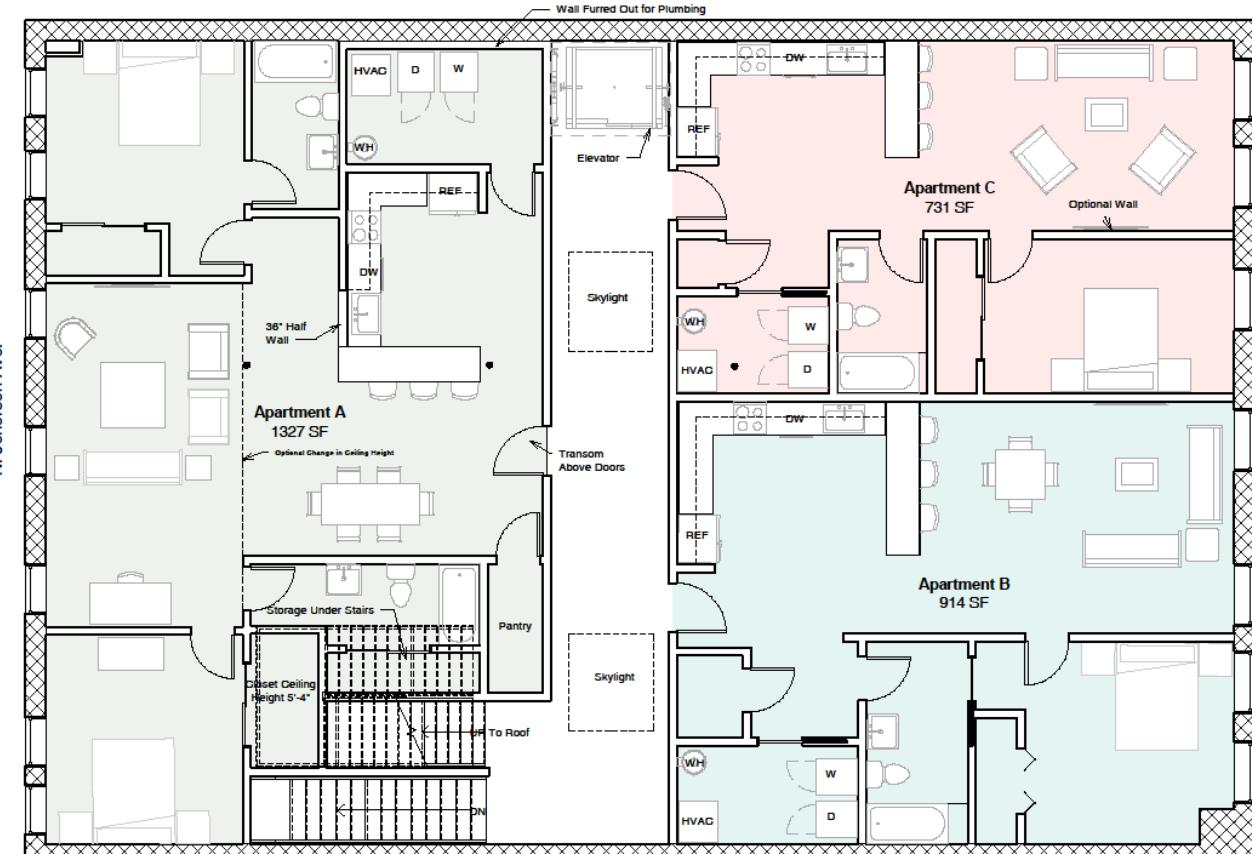


Existing Facade



Proposed Facade

114 N. Jefferson Ave
West Jefferson, NC 28694



Key
Apartment A
Apartment B
Apartment C



A Year Later Upper Floor Residential

Beautifully decorated,
updated, modern
space and a schematic
drawing was catalyst



Lenoir, Main Street since 1984 Population 17,943

Grant: 2/1 owner/grant



Main Street &
Rural Planning Center
COMMERCE

Contents

Work Description
Tile and Lighting Detail
Additional Information
Conceptual Rendering

July 7, 2016

North Carolina Main Street
4313 Mail Service Center
Raleigh, N.C. 27699-4313
(919) 571-4900

Western Regional Office
31 College Place, Bldg B
Asheville NC 28801
(828) 251-6914

Design prepared by:

Main Street Fellows
UNCG Department of Interior Architecture
jleimen@uncg.edu

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North Carolina Department of Commerce
North Carolina Main Street Center

Design Proposal



Existing Facade



Proposed Facade

115 Main St.
Lenoir, NC 28645



Population: 4,490 Has budgeted for last 7 years
\$20,000 for Façade Improvement Grants



Valdese: a \$5,000 façade grant + a \$7,500 private investment

The amount is 50/50 match and based up linear feet with maximum \$5,000



259 Main W. Valdese after the investment.

Wilkesboro building after implementation of a proposal



Before design implementation



\$6,000 façade/capital improvement grant \$10,000 private investment

Elizabeth City, Main Street since 1986. Population, 18,047: Downtown Program budgets \$4,000 p/y for facade grants. Typically \$1,000 per façade. City budgets \$80,000 for Business Improvement Grants

This project received \$20,000 in grants. Class A office on 1st floor and residential apartment on 2nd.



Before



After

Property in Valdese Before upper right corner



\$2,500 Façade Incentive Grant, \$2,700 private investment; 0 businesses before design, 1 new business, 10 FT jobs

From photo to proposal
Elkin, Main Street since 1998
Population: 4,106



Contents

Work Descriptions
Color Diagram
Additional Information
Conceptual Rendering

Revised
October 14, 2016

North Carolina Main Street
4313 Mail Service Center
Raleigh, N.C. 27699-4313
(919) 571-4900

Western Regional Office
31 College Place, Bldg B
Asheville NC 28801
(828) 251-6914

Design prepared by:
Main Street Fellows
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jreimen@uncg.edu



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The University of North Carolina at Asheville + Department of Interior Architecture

North Carolina Department of Commerce
North Carolina Main Street Center

Design Proposal



Existing Facade



Proposed Facade

**231 W Main Street
Elkin, NC 28621**

Implementation and a 2018 NCMS Award for Best Historic Rehabilitation



Was a tax credit project. Current use is Air B & B

Testimonials:

“We have seen great success with improvements to our facades recently, spurred by the facade renovation of one building and our awning grant,” Sarah Edwards, Smithfield, NC.

“The property owner was so pleased that she requested design assistance and awning grant funding for three other properties. Plus sales increased by 11% in the next quarter,” Sarah Edwards, Smithfield.





Above photo is an archived historic photo from Goldsboro, NC

Testimonials:

"I have had folks in the past tell me their sales went up 15 to 35% after a good façade improvement," Julie Metz, Goldsboro, NC

Marin Tomlinson, Statesville, NC

"Not only do Façade improvements help businesses increase foot traffic and sales, they are a domino effect for other buildings in downtown. Once one improves, everyone else realizes how run down there building looks so they decide it's time to do improvements as well. Anything a Main Street organization can provide to assist is sometimes that little bit that helps to tip that domino!"





Smithfield, NC Main Street since 1993, population 10,966.
UNCG Main Street Fellows did a rendering. The owner implemented. Won
NCMS Award for Best Design Project under \$15K.



Goldsboro Best Historic Rehabilitation Project 2019 NC
Main Street Award Winner
36,437 population, Main Street since 1984

Goldsboro how it looked for years



Goldsboro after rehabilitation, winner of 2018 NCMS Award



APPLICATIONS

Application forms are available at the Downtown Development office at 219 N. John Street or can be downloaded from the DGDC website at www.dgdc.org.

Applications are reviewed quarterly per year.

Applications must be submitted NO LATER than the following dates and time for eligibility/consideration:

July 1; 12:00 pm

October 1; 12:00 pm

January 1; 12:00 pm

April 1; 12:00 pm

Applications are reviewed and considered by a committee of the Downtown Goldsboro Development Corporation. Decisions to award are made by the DGDC Board of Directors.

The Downtown Development Office staff is available to help applicants with their applications if requested within a reasonable amount of time prior to the application due date. Please call (919) 735-4959 to schedule an appointment.

Applications can be emailed to:

erutland@goldsboronc.gov

or delivered to the

Downtown Development office at 219 N. John Street, Goldsboro, NC, 27530.

MINIMUM ELIGIBILITY

Only properties affected within the Municipal Service District (map of eligible area below) are eligible to apply.

Applicant must be a For-Profit business and/or offer retail sales, generate sales and use tax revenue.

Any expenses incurred as part of the project prior to notification of an award are not eligible for reimbursement and cannot be applied as your private investment match/share.



GOLDSBORO
DO MORE. BE MORE. SEYMOUR
North Carolina



Goldsboro began a Façade Incentive Grant program with \$20,000. They no longer have a traditional Façade Incentive Grant program, but have matured into what they call “Build A better Downtown Incentive Program”

Statesville Before



After - Reported a 15% increase in sales



Statesville, population, 24,532 Main Street Since 1982

Statesville After



Statesville Before



Business Block, Marion, N. C.



Marion, NC, Main Street since, 2003 Population: 7,640



Marion, NC: Historic Photos & post cards guide process



Main Street &
Rural Planning Center
COMMERCE

Contents

Work Description
Archival Information
Conceptual Rendering

October 24, 2016

North Carolina Main Street
4313 Mail Service Center
Raleigh, N.C. 27699-4313
(919) 571-4900

Western Regional Office
31 College Place, Bldg B
Asheville, NC 28801
(828) 251-6914

Design prepared by:
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jleimen@uncg.edu

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The University of North Carolina at Greensboro • Department of Interior Architecture

North Carolina Department of Commerce
North Carolina Main Street Center

Design Proposal



Existing Facade



Proposed Facade

81 S. Main St.
Marion, NC 28752





From Proposal to
Implementation:
Public investment
\$8,125, Private \$5,375

Lexington, NC
population
18,931 Main
Street since
1993



Design Proposal, Lexington



Contents

Work Description
Additional Information
Conceptual Rendering

March 27, 2017

North Carolina Main Street
4313 Mail Service Center
Raleigh, N.C. 27699-4313
(919) 571-4900

Western Regional Office
31 College Place, Bldg B
Asheville NC 28801
(828) 251-6914

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jreimen@uncg.edu

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Center for Community-Engaged Design
The University of North Carolina at Greensboro • Department of Interior Architecture

North Carolina Department of Commerce
North Carolina Main Street Center

Design Proposal



Existing Facade



Proposed Facade

**3-5 E. First Ave.
Lexington, NC 27292**

Completed
project: \$4,400
public
investment,
Private \$60,000,
1 business
before, 2 after, 4
F/T jobs and 2 PT
jobs after



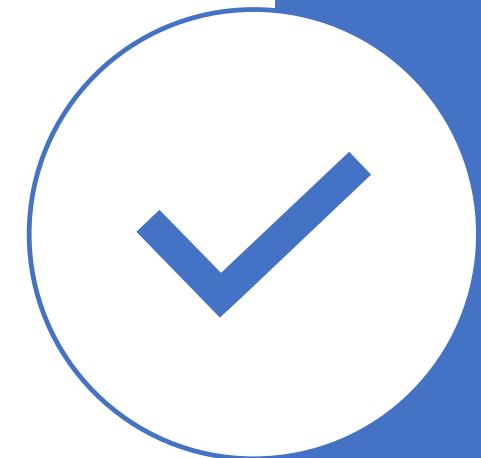
Reviewing a Façade Incentive Grant Request Application: Your Role

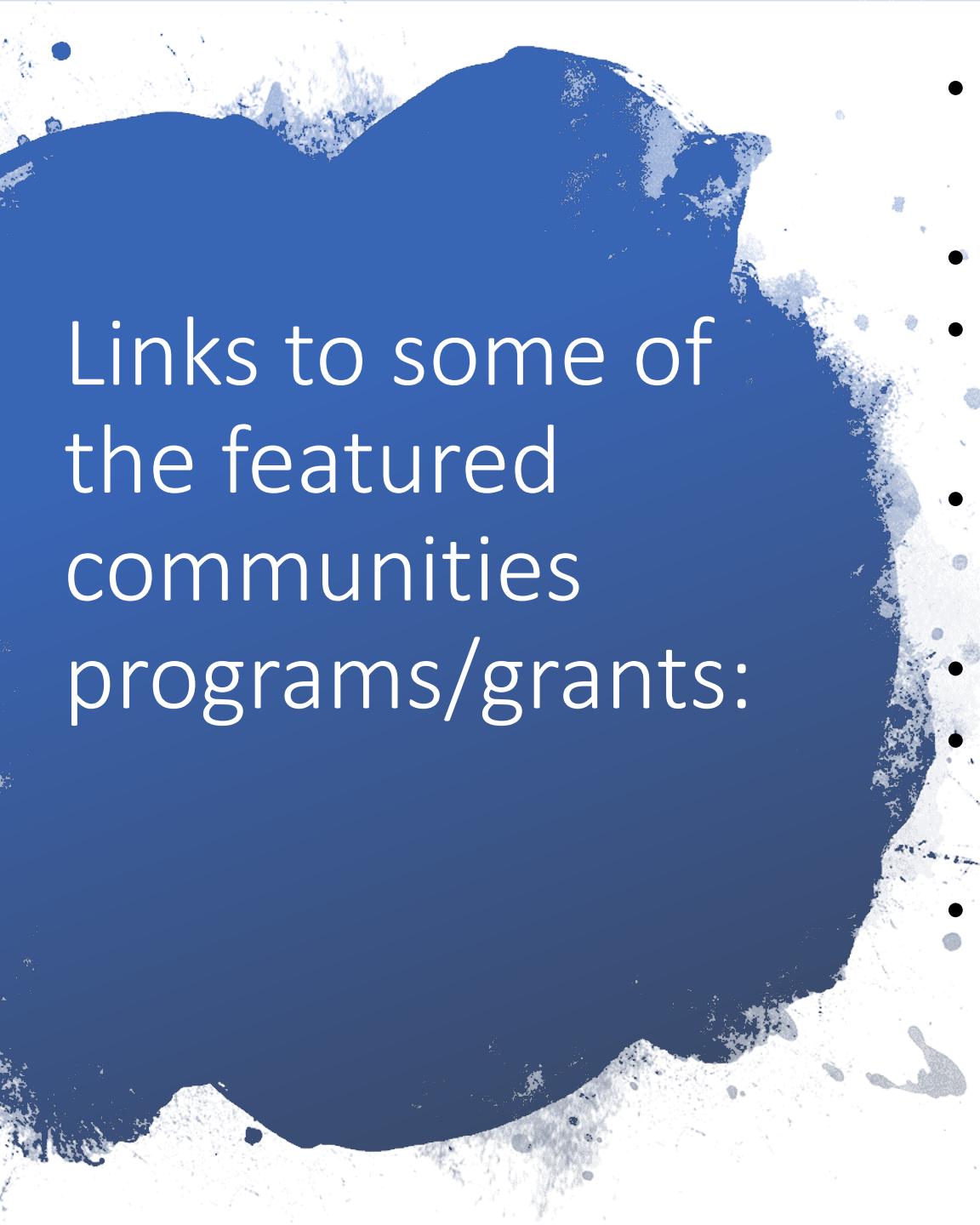


- Stand by the Historic Preservation Ethic that your Main Street program should insist upon
- Know and understand your grant application
- Respond in a timely manner to applicant
- Recommend they use an architect who can do renderings that meet the Secretary of Interiors Standards
- Possibly incentivize by offering Design Rendering service on the local level if not offered by the state program
- **Do not recommend funding** a project unless it meets the Secretary of Interiors Guidelines in particular: **If you turn down an application have a process in place to help them meet the proper criteria**
- When in doubt contact your state's Main Street coordinating program and/or Historic Preservation Office

Supply List/Resources:

- Tape measure
- Paint charts
- Awning Samples (Sunbrella/Glen Raven) & awning companies
- Sign Companies – be sure they have an understanding of town's sign ordinances and again – proper placement in an historic environment
- Examples of proposals that have been made for other projects to share
- Names of people/companies who do window repair/restoration: Preservation architect/consultant
- Hardware stores or antique/restoration places that sell architectural features; doorknobs, pressed tin ceilings, Carrara glass (NCMS or HPO can possibly help locate resources)
- Paint contractors, general contractors who have experience in commercial façade rehab projects and understand preservation





Links to some of the featured communities programs/grants:

- Statesville, NC :
<https://www.downtownstatesvillenc.org/wp-content/uploads/2017/04/DTSV-design-guidelines.pdf>
- Goldsboro, NC: <http://www.dgdc.org/>
- Smithfield, NC:
www.downtownsmithfield.com/index.php/incentive-programs/sharp
- Cherryville, NC:
<http://www.cityofcherryville.com/smalltownmainstreet.htm>
- Elizabeth City, NC: <https://www.cityofec.com/>
- Shelby, NC: <https://uptownshelby.com/starting-your-business-in-uptown-shelby/facade-improvement-grant-program>
- Wilkesboro: <https://wilkesboronorthcarolina.com/>

Links to helpful websites/articles to make your case for historic preservation:

- Virginia Department of Historic Resources: <https://www.dhr.virginia.gov>
- The National Park Service's Preservation Briefs:
www.oldhouseweb.com/how-to-advice/the-national-park-services-preservation-briefs.shtml
- Historic Windows & Energy Efficiency article:
www.presnc.org/historicwindows-energy-efficiency (excellent article, by Sarah Donahue Wolff)
- Saving Places: <https://savingplaces.org/stories/six-reasons-save-old-buildings#.XP-3FkxFxOA>
- Academic article: <http://theconversation.com/heritage-building-preservation-vs-sustainability-conflict-isnt-inevitable-83973>
- Old House Authority: (excellent article re: repair rather than replace for energy efficiency)
http://www.oldhouseauthority.com/archive/old_windows





“You can ignore a piece of sculpture or a painting hung on the walls of the Art Institute, but architecture is the inescapable art,” Blair Kamin, *Why Architecture Matters*, winner of the Pulitzer Prize.



Questions?

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