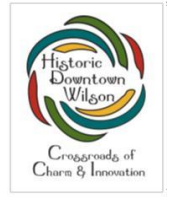




## **Façade Grant Application Instructions**

Department of Planning and Community Revitalization  
112 Goldsboro Street E, Wilson, NC 27893



**Purpose:** The purpose of the Façade Grant Incentive Program is to provide business and commercial property owners an economic incentive to renovate the exterior façades of the buildings located within the Municipal Service District. The program encourages thoughtful façade design projects and quality workmanship, which complement the unique historic character of downtown, while also introducing compatible new design elements.

**Eligibility:** Any owner or tenant of a building located within the Municipal Service District is eligible. Please see included map for district boundaries. Owners and tenants may request façade grants separately; however, only one grant may be awarded per property and per project. Any tenant applying for a grant must have the owner's written permission.

**Funds Available:** Wilson Downtown Development Corporation (WDDC), the administrator of the Municipal Service District Tax Revenue, allocates a portion of the tax revenue to make an incentive pool possible for Façade, Architectural Assistance, and Building Improvement Reimbursement Grant Incentive Programs.

**Mandatory Pre-Application Meeting:** There will be one funding round for Fiscal Year 2025-2026. To be eligible for review by the WDDC Design Committee and Board, the applicant must participate in a pre-application meeting with City staff by **March 28, 2025**.

**Pre-Application Meeting Instructions:** To schedule a pre-application meeting, email [cwhite@wilsonnc.org](mailto:cwhite@wilsonnc.org) with the subject line; Pre-Application Meeting Request.

**Application Deadlines:** Applications must be received by 5pm on **April 11, 2025**.

**Funding Determinations:** The WDDC Board of Directors will make funding decisions at their June board meeting.

### **Guidelines:**

1. Projects will be awarded to those that meet the approval of the WDDC Board of Directors.
2. Proposed façade grants must meet all code requirements of the City of Wilson and the State of North Carolina.
3. Funds are for substantial building façade improvements, and are not to be used for general and/or deferred maintenance.
4. The Secretary of the Interior's Standards for Rehabilitation are used as the standard for all proposed façade improvements. Standards attached for reference.
5. Any exterior renovation proposal is eligible to apply, but priority will be given to projects with a high quality of design and workmanship, and which will make a highly visible contribution to the downtown streetscape.
6. The WDDC will not be party in negotiations between the applicant and contractor employed by the applicant. The applicant agrees to hold the WDDC harmless of any defects in workmanship, liability, damages, or other costs relative to the project.

### **Criteria:**

1. These grants are intended to encourage high quality, lasting building improvements to facades, which respect the unique historic character of the building and its surrounding historic resources.
2. This is a matching grant not to exceed 50% of the approved project cost. Grants are awarded up to \$10,000. Award amounts will reflect the quality and positive impact of the project and are based on WDDC funding availability.
3. Only one grant is awarded per building façade improvement project.
4. The façade grant incentive program seeks substantial exterior building improvements; therefore, a minimum of \$1,000 will be required of all participants.
5. Grants are not available for general or deferred maintenance.
6. An overall façade design improvement plan is strongly recommended for greater consideration of grant awards. Grants for façade improvements that omit an overall façade design improvement plan will not be given priority.

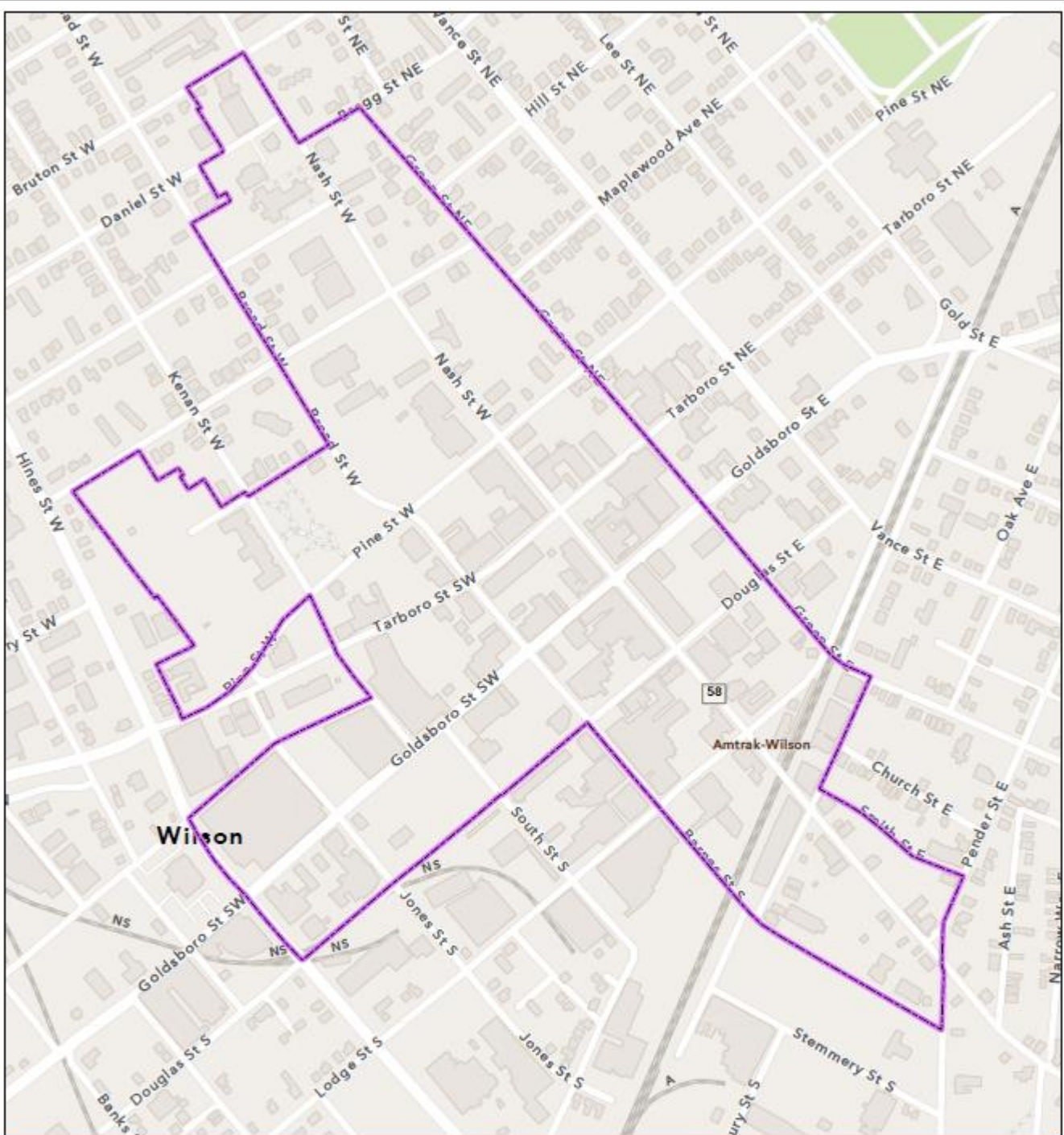
consideration.

7. The WDDC Board of Directors must approve the application. Failure to comply with approved plans will result in loss of grant funding.
8. All work must be completed in a good workmanship manner. The applicant will not be eligible for grant funds unless the work is completed by a competent professional.
9. All work must be started within 45 days of the signed notification of the grant award and must be completed within six months of start date. Extensions of up to six months may only be granted if requested in writing.


### **Secretary of the Interior's Standards for Rehabilitation: 36 CFR 67**

The following Standards for Rehabilitation are the criteria used to determine if a rehabilitation project qualifies as a certified rehabilitation. The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

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. A complete outline of these standards, describing how to appropriately preserve historic properties in working with masonry, wood, metals, roofs, entrances/porches, storefronts, structural systems, spaces/features/finishes, mechanical systems, site, setting, energy, new additions, accessibility, and healthy/safety, can be found at:



**New Downtown MSD**

 Municipal Service District

Date: 6/29/2021



Prepared by:  
City of Wilson GIS Services,  
a division of Wilson Planning  
and Development Services.

**Map Disclaimer:**

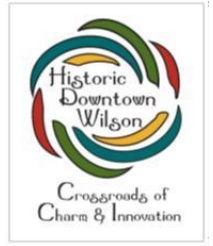
This map is for informational  
purposes only. The map is NOT  
of land survey quality and is  
NOT suitable for such use.  
The City of Wilson assumes no liability  
arising from the use of the map.





### Façade Grant Application

Department of Planning and Community Revitalization  
112 Goldsboro Street E, Wilson, NC 27893  
Contact : 252.399.2361 [cwhite@wilsonnc.org](mailto:cwhite@wilsonnc.org)



**Please complete this application in BLACK or BLUE ink only. PDF Autofill accepted.**  
***Illegible/incomplete applications will be returned to the applicant.***

Property Address: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Applicant: \_\_\_\_\_

*If applicant is not the owner, a signed agreement authorizing the work must be attached as part of the application.*

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Current Use of Building: \_\_\_\_\_

Proposed Use of Building: \_\_\_\_\_

Summary of Proposed Façade Improvements:

Total Façade Improvement Cost \$ \_\_\_\_\_

Total Entire Building Renovation Cost \$ \_\_\_\_\_

Total Committed Property Owner Contribution \$ \_\_\_\_\_

Total Committed Business Owner/Tenant Contribution \$ \_\_\_\_\_

Grant Amount Requested \$ \_\_\_\_\_

**[Note: Request amount limited to 50% of Total Façade Improvement Cost. Request may not exceed \$10,000.]**

### Required Attachments

Please check mark next to each item, as required, to show it has been included in application packet.

- Current color photograph of façade.
- Historic photograph of the façade.
- Architectural design drawings. Must be to scale and include annotations of all proposed improvements.
- Itemized contractor estimates. [Costs of labor and materials must be itemized separately.]
- Written permission from property owner authorizing work, if applicable.
- Signed lease agreement, if applicable.

Estimated Construction Start Date: \_\_\_\_\_ [All work must be completed six months from this date.]

### Please initial next to each item.

- \_\_\_\_\_ I understand that I must meet with City of Wilson staff about the proposed project prior to submitting an application.
- \_\_\_\_\_ I understand that the grant funds must be used for the project as described in this application and that any changes to the project must be submitted in writing and approved by City of Wilson staff.
- \_\_\_\_\_ I understand that grant payments are contingent upon completing the project as outlined and providing adequate proof of expenditure of funds and copies of all required building permits.
- \_\_\_\_\_ I understand that the proposed project must pass all required Construction Standards inspections and/or receive a Certificate of Occupancy (if applicable) prior to request for reimbursement.
- \_\_\_\_\_ I understand that upon completion of the project staff will inspect the work for compliance.
- \_\_\_\_\_ I understand that payments will be mailed to the applicant and address as listed on this application.
- \_\_\_\_\_ I understand that all work must be completed within six [6] months from date of signed agreement and any extensions must be requested in writing prior to the end of those six [6] months.
- \_\_\_\_\_ I understand that no grant payment will exceed \$10,000.00 and the applicant is not eligible for payment until the project has met all terms of the grant agreement.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Printed Name: \_\_\_\_\_

FOR OFFICE USE ONLY

---

---

---

---

---

---

---

---

---

---