



CITY OF HENDERSONVILLE
DOWNTOWN COMMUNITY CHARACTER TEAM
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, April 04, 2023 – 9:00 AM

AGENDA

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **APPROVAL OF MINUTES**
 - A. March 2023 Community Character + HPC Minutes
4. **OLD BUSINESS**
 - A. Façade Grant Program Review
 - B. Community Character Workplan - New items?
5. **NEW BUSINESS**
6. **OTHER BUSINESS**
7. **ADJOURNMENT**

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



CITY OF HENDERSONVILLE DOWNTOWN COMMUNITY CHARACTER TEAM + HPC



City Council Chambers - 160 6th Avenue E (2nd Floor) | Hendersonville NC 28792
Tuesday, March 07, 2023 – 9:00 AM

MINUTES

1. CALL TO ORDER

Phil Wilmot, Matthew Hickman, Patsy DuPre, Linda DiPaola, Michele Sparks, Anthony Baltiero, Jim Welter, Ralph Hammond-Greene

Staff present: Jamie Carpenter, Alex Hunt, Terry Jacobs, Dakota Parker

2. OLD BUSINESS

1. Joint HPC/Community Character Discussion – The joint committee reviewed two façade requests to determine next steps. The façade requests were for 429 N Main and 404 7th Avenue.
 - a. 429 N Main – this property has a falling cornice. Code Enforcement has provided letters for requirement of removal and replacement. Estimated cost is \$40,000+. There was discussion on the concept of deferred maintenance when it is critical to the façade and not a typical building maintenance procedure.
 - b. 404 7th Avenue – This property has gone through the process with UNCG. The committee and HPC members had some questions regarding the building and the historical accuracy and possibility of proceeding with the storefront as it is designed in the proposal.

Consensus was to request both to continue to submit applications.

2. Façade Grants going forward – the Community Character Team will review updates to the program at their next meeting. Any suggestions can be sent to Jamie in advance of the next meeting.
3. Meeting scheduling going forward – We do not want to take up significant time of HPC members and may consider a quarterly or annual check in. Going forward in the coming year, there may be some re-shuffling of committees and subcommittees to work toward shared goals.

4. ADJOURNMENT

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UPDATED – HIIP Historic Improvement Incentive Program

Historic Downtown Hendersonville Grant Guidelines

■ Introduction – Purpose of the HIIP

The architectural quality of downtown is important to Hendersonville; it contributes significantly to our economy, our image and our history. The Friends of Downtown Hendersonville and Historic Preservation Commission (HPC) have developed a grant program to provide assistance to property owners in the rehabilitation of historic downtown properties in our Main Street and Seventh Avenue municipal service districts. Hendersonville's HIIP is a grant based incentive intended to encourage and provide financial inducement for the:

- ❖ Rehabilitation of commercial building facades within the Main Street and 7th Avenue Municipal Service Districts.
- ❖ Implementation of appropriate design standards for the rehabilitation of historic properties including the Secretary of the Interior's Standards for Rehabilitation (see Appendix A) and, as appropriate, the Historic Preservation Commission's Main Street Local Historic District Design Guidelines.
- ❖ Preservation of the unique architectural and commercial character of historic downtown Hendersonville.
- ❖ For Consideration by Joint Task Force on HPC/COMM CHAR:
 - Rear Facades
 - do we only want to do exterior?
 - Storefront
 - Incentivize roof work or other critical maintenance to preserve the building and prevent from further deterioration or demolition by neglect –
 - Connect to in-kind resources through UNCG, NC Main Street, NC State Historic Preservation Office
 - Architectural fees, engineering fees, preservation consultant fees to help with Historic Tax Credit Applications 'start up' fees – supporting via grant for technical assistance and professional services

Each year the Friends of Downtown Hendersonville and Historic Preservation Commission set aside limited funds for the Façade Improvement Program. Grants will be awarded for eligible projects on a funds-available basis. Those interested in the program can consult with the Downtown Manager determine funding availability. .

■ What is a Façade?

A facade is defined as the exterior walls of a building which are adjacent to or front on a public street. Each storefront of a building can be considered a façade. The rear of a building may also be considered for a façade grant, with priority given to the front of a building.

Historic Preservation Committee

OTHER DEFINITIONS HERE:

Critical Maintenance

Consulting / Professional Services

■ Who is Eligible?

There are two primary districts which are eligible for Façade Grants in downtown Hendersonville, the Main Street Municipal Service District and the Seventh Avenue Municipal Service District. Properties in and around the Main Street Municipal Service District which fall into the Main Street Local Historic District are eligible for additional grant funding through the Historic Preservation Commission. A map of these areas is included at the end of this document and should be referenced to determine if the applicant is eligible for the Façade Grant Program.

- ❖ Any property owner or business tenant in the downtown Hendersonville Main Street or Seventh Avenue Municipal Service Districts and/or the Hendersonville Main Street Local Historic District is eligible.
- ❖ Only buildings whose current or historic use is commercial are eligible for the Façade Grant program.
- ❖ Only one application may be submitted for each façade. A property owner, a building's business tenant or an owner and tenant jointly, may submit a Façade Grant application.
- ❖ If a building has multiple facades, each tenant with a separate entrance may apply. Where a single tenant occupies multiple facades, the tenant is eligible for one application per façade.

■ What is Eligible?

Please note that the following lists are not intended to be all inclusive. Each project will be reviewed according to the project's location by the Downtown Community Character Team on its individual merits.

Activities eligible for a Façade Grant include:

- ❖ Removal of false fronts, metal canopies and other additions that detract from a building's historical and architectural character
- ❖ Safe cleaning of brick or wall surfaces – chemical stripping, scraping and water wash. Power washing is not recommended
- ❖ Exterior painting, including trim and previously painted surfaces
- ❖ Historic reconstruction – storefront, door or window repair or replacement, masonry repointing, etc
- ❖ Approved awning installation
- ❖ Approved exterior lighting
- ❖ Address information – numerals, building name, etc

Activities not eligible for a Façade Grant include:

- ❖ Installation or removal of signage
- ❖ Roof and Chimney repair
- ❖ Installation of any type of inappropriate material that interferes with the historic integrity of the building

Historic Preservation Committee

- ❖ Sand blasting
- ❖ Removal of historic features
- ❖ Landscaping

■ Funding.

Funding for the Façade Grant Program is provided through the Friends of Downtown Hendersonville. Funds are set aside annually as a result of resources raised through downtown events, including Rhythm & Brews, the Bearfootin' Auction, and Garden Jubilee and the Historic Preservation Commission.

- ❖ Facade Grants will provide 50% of approved project costs.
- ❖ The minimum grant award is \$125; projects with total costs less than \$250 are not eligible for the grant. The maximum award is dependent on building location, see below for additional details.
- ❖ A maximum of up to \$3,000 per façade is available for all buildings located within the Main Street Municipal Service District and the Hendersonville Main Street Local Historic District.
- ❖ A maximum of up to \$2,500 per façade is available for buildings within the Main Street & Seventh Avenue Municipal Service Districts, but outside of the Hendersonville Main Street Local Historic District.
- ❖ A maximum of up to \$500 per façade is available for buildings within the Hendersonville Main Street Local Historic District, but outside the Main Street Municipal Service District.
- ❖ The final award amount is based on documentation of actual labor and material costs.

■ Application Guidelines.

Applications will be reviewed in accordance with the following guidelines.

- ❖ All façade design proposals shall:
 - Meet the applicable zoning and code requirements of the City of Hendersonville.
 - Adhere to the US Secretary of the Interior's Standards for Rehabilitation.
 - Receive Façade Application approval from the appropriate Design Subcommittee prior to beginning work, either Main Street or Seventh Avenue.
 - Include the property owner's signature.
- ❖ Applicants must receive a Certificate of Appropriateness from the Historic Preservation Commission if located within the Hendersonville Main Street Local Historic District prior to beginning work.
- ❖ Projects within the Hendersonville Main Street Local Historic District are required to comply with the district Design Guidelines.
- ❖ A property does not have to be occupied at the time a Façade Grant application is submitted.
- ❖ A building or rental unit may receive more than one grant award for the same façade. However no more than one grant award will be given to the same building or rental unit within one year.
- ❖ Only exterior façade renovations are eligible.

■ General Application Review Criteria.

All eligible exterior rehabilitation proposals will be considered for funding, however top priority will be given to projects which:

- ❖ Make highly visible and significant design contributions to historic downtown Hendersonville.
- ❖ Contribute significantly to the program goal of preserving the architectural, historic and commercial character of historic downtown Hendersonville.
- ❖ Comply with the guidelines above in letter and spirit.
- ❖ Take advantage of the design assistance available through the City of Hendersonville's Main Street Program.
- ❖ In the case of multiple applications, deliver the greatest value of work to the individual building and to Main Street overall.

■ Application Procedure.

The applicant should seek the assistance of the Downtown Economic Development Director for guidance in completing the following requirements:

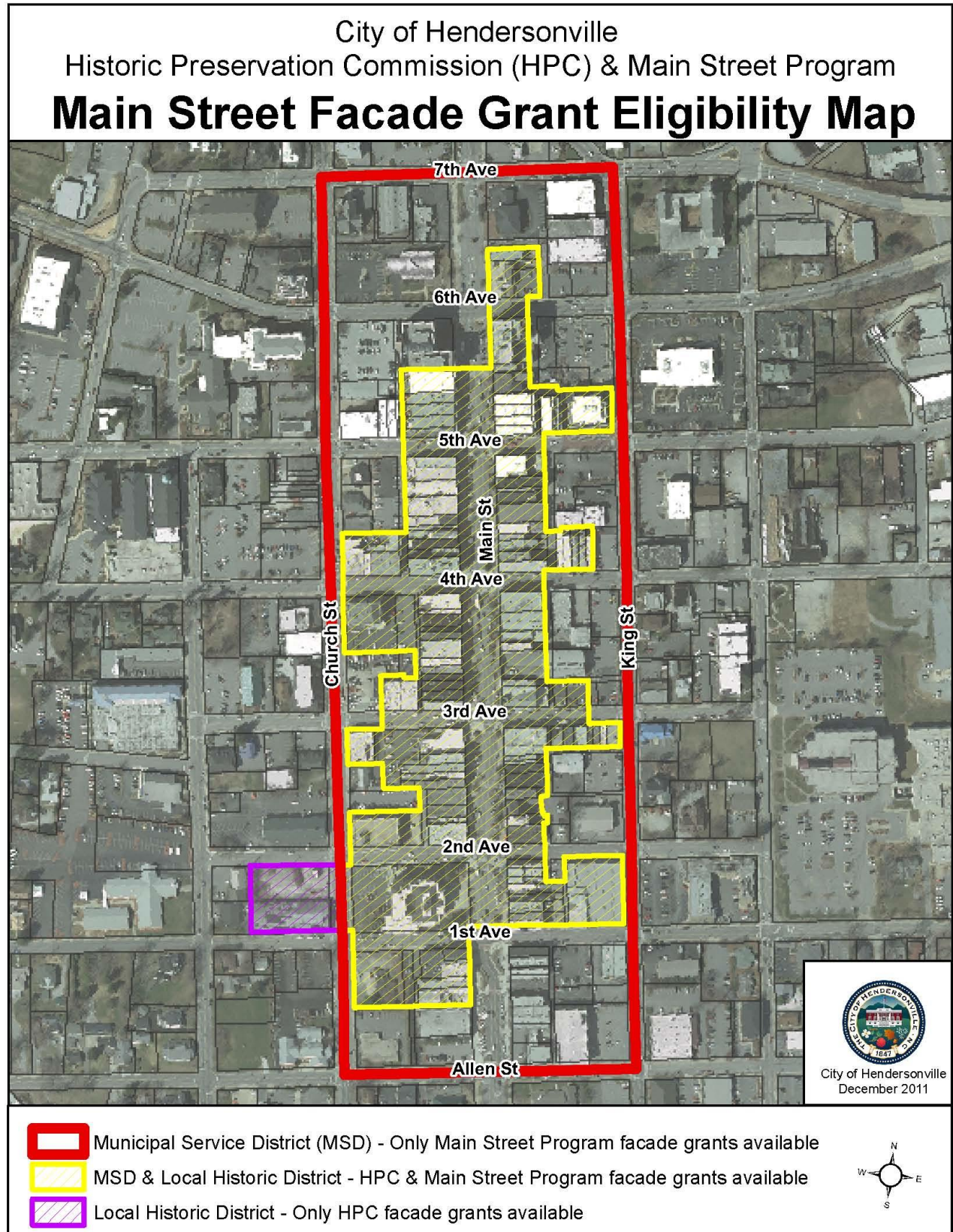
- ❖ Submittal of a complete Façade Grant Application which includes the property owner's signature to the Downtown Economic Development Director.
- ❖ The application shall include:
 - "Before" photos (photos of the existing building condition)
 - Proposed Plan (sketch, specifications, color choices, etc.)
 - Two (2) estimates of project costs covering labor and material
 - Detailed written description of proposed project plan
- ❖ If the project is located in the Main Street Local Historic District a Certificate of Appropriateness (COA) application is also required.
- ❖ Applications will be reviewed by Main Street program staff for completeness before being forwarded to the appropriate Design Subcommittee for review.
- ❖ The Design Subcommittee will review the proposed project at their regularly scheduled monthly meeting and decides whether to approve, approve with conditions, or deny the façade grant application.
- ❖ If the project is located in the Main Street Local Historic District, the applicant must receive approval from the Historic Preservation Commission through the COA process before proceeding with work.
- ❖ Within (5) days of the grant decision the Downtown Economic Development Director will notify the applicant of the approval or denial of his/her grant application and of any permits required to complete the project.
 - If the project is approved with conditions, the applicant has 30 days from the date of the notification letter to modify the application.
 - If the project is approved without conditions, a contract form will be included with the notification letter. The applicant must return the contract form to the Downtown Economic Development Director within 30 days of the date of the notification letter. A signed contract must be on file before work can commence.

■ Post Approval.

Once a façade grant has been approved and the grant contract is signed, the following guidelines shall be followed to receive the grant award.

- ❖ All work must be completed in a good workmanship manner.
- ❖ All approved work must be completed within six (6) months of a signed Façade Grant contract.
- ❖ If additional time is needed, a written request shall be submitted to the Downtown Economic Development Director providing a compelling reason(s) for the extension. The Director, in consultation with the appropriate Design Sub-Committee Chair may grant a 30 day project extension at their discretion.
- ❖ The applicant is responsible for ensuring that the project is completed in accordance with the approved application, design guidelines provided in this procedure, and the signed contract. The Downtown Development Program reserves the right to deny payment if the completed work is inconsistent with the contents of the original application.
- ❖ Any deviations from the approved application must be submitted to the Downtown Economic Development Director prior to construction. The Director will forward the proposed alterations to the appropriate Design Subcommittee for review at their next scheduled meeting.
- ❖ Once the project has been completed, the applicant will provide proof of project costs and payment along with photos of the completed work to the Downtown Economic Development Director. Failure to submit the required documents within 6 weeks of the project completion date may result in termination of the contract.
- ❖ Façade Grants are paid only when the approved project is completed in accordance with the approved plans and specifications submitted with the application. The Downtown Economic Development Director will conduct a final on-site inspection and sign-off on completed work prior to issuance of a grant award and following the applicant's final project submission.
- ❖ Completed work that differs from the approved application will be disqualified for reimbursement.

All questions can be directed to:
 The Friends of Downtown Hendersonville
 Jamie Carpenter – jcarpenter@hvlnc.gov
 Hendersonville, NC 28792
 Phone: 828-233-9144
www.downtownhendersonville.org



APPENDIX A

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will 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 elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

DOWNTOWN REDEVELOPMENT GRANT



**DOWNTOWN
ASHEBORO** *inc.*

For more information contact:
Downtown Asheboro, Inc.
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336-610-2628
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DOWNTOWN REDEVELOPMENT GRANT

Primary Rule:

All Applications must be pre-approved before any work can begin. Work done prior to approval is not eligible for grants; all work should comply with the Secretary of Interior Standards for Rehabilitation.

Purpose:

The grant program is created to spur economic development in Downtown Asheboro through incentives, focused on historic preservation of the architectural character that his unique to Asheboro.

Eligibility:

1. Owner(s) or tenant(s) of a building located within the Asheboro Downtown Historic District.
2. Owner(s) and tenant(s) may request grants separately, however, any tenant(s) must have the owner's written permission attached to the application.
3. Owner(s) and tenant(s) cannot submit a duplicate applications. Cap amounts listed are for each building no matter who applies.
4. DAI designated committee may judge a property eligible for a second grant if:
 - a. At least 3 years have elapsed since the first grant was awarded and if the structure is in need of further improvement
 - b. The existing business undergoes significant expansion that requires alteration.
 - c. A new business moves in and requires changes in the façade or features i.e. new awning, updated storefront glass etc.

Beginning Guidelines:

1. A specially designated committee will review plans, drawings, and quotes to ensure each project meets the Secretary of Interior Standards for Rehabilitations.
<https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>
2. Rehabilitation of structures should be considered a contemporary solution that respects the architectural integrity of the entire building, retaining those elements that enhance the building.
3. All projects will meet with the code requirements for the City of Asheboro
4. Any renovation proposal is eligible for funding, but top priority will be given to projects that will make highly visible contribution to the commercial district.
5. The grant will not approve or include any requests for business name(s) on awnings.
6. Items funded must be complete within 12 months of the awarded grant date or an extension can be requested as long as construction has begun.

DOWNTOWN REDEVELOPMENT GRANT

Funding is limited and is on a first come, first serve basis. Amounts will be funded at 50 percent of the amount up to the maxes listed below:

- Awnings - \$3,000
- Restoring historic signs or ghost signs. \$4,000
- Repairing cornices \$500
- Painting already painted building - \$3,000
- Repair of plaster - \$1,000
- Exterior door replacement \$1,000
- Storefront glass replacement - \$3,000
- Second story Windows - \$400
- Tuck-pointing or re-pointing or rebuilding of brickwork - \$10,000
- Paint removal from brick surfaces by chemical and water wash methods only \$5,000
- Guttering replacement and addition \$2,000
- Removing false facades and other inappropriate additions such as metal slipcovers \$1,000
- Professional renderings for façades
- Roofs - \$2.50 per square foot of roofing
- Restore original tin ceilings \$1 per square foot
- Preserving original wood floors - \$ 2.00 per square foot
- Handicap accessibility (ADA compliant, ramps, elevator, public restrooms) \$20,000 (must be split over 2 years)
- Alcove tiles, mosaic \$2.00 square foot
- Installation of fire suppression system - \$2 per square foot
- Installation or repair of AC Unit - \$5,000
- Electrical work - \$5,000

Required Document:

1. Completed and signed Downtown Redevelopment Grant Application
2. Narrative of project with future expected commercial use
3. Expected budget for ENTIRE project, not just items requesting funding
4. Existing photos of building, interior and exterior
5. Quotes for any portion of the project requesting funding (entire project MUST meet the National Park Service Secretary of Interior Standards for Rehabilitations)

Common projects that do not meet the Secretary of Interior Standards for Rehabilitation:

Painting unpainted brick, use of vinyl replacement windows, garage storefronts where not a former manufacturing building, etc.

DOWNTOWN REDEVELOPMENT GRANT

Date of Application:

Applicant (please print):

Property Address:

Applicant Mailing Address:

Cell Phone Number:

Please Circle One:

Owner

Tenant

DOWNTOWN REDEVELOPMENT GRANT

If tenant, please list property owners name (written permission for the project must be attached):

Description of project:

Total cost of investment (including items not funded by grant):

The following items need to be included for grant to be reviewed:

- Photos of proposed changes (can be computer generated or drawn), paint swatches/fabric/decorative materials
- Complete signed grant application with current photos of building

Signature of applicant: _____

Date: _____

Community Character	Meet with HPC/Community Character team to review Façade Grant Guidelines and update	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Update Facade Grant to be HIIP Grants	Community Character Team	Apr-23	community character team to review and finalize at April meeting
	Create a process/workflow for façade grants and COA	Comm Character Team / HPC - Jamie & Alex	Spring/Summer 2023	Jamie/Alex work together on this after grant determined
	Determine better connections between subcommittees and HPC	Comm Character Team / HPC - Jamie & Alex	Feb-23	Incorporate as a part of broader committee discussion as a part of comp plan?
	Design Standards / Local Historic District status for 7th Avenue	incorporate as part of downtown master plan		
	2. Update avenue signage in Main Street and 7th Ave to improve pedestrian experience			
	Apply for HCTDA Grant for updated pedestrian signs	Jamie	Feb-23	submitted
	Proceed with design and standards (regardless of grant award)	Comm Character Team	Jun-23	
	Include updated signage in CIP Budget	Jamie/City	Jan-23	
	3. Complete + Implement the 7th Avenue Branding Project			
	Narrow consultants and interview	Community Character Team	Feb-22	complete
	Form steering committee for branding meetings	7th Ave Branding Steering Committee	Jul-22	complete
	Present to Council	Jamie / Arnett Muldrow	Dec-22	complete
	Purchase swag/signage to distribute	Jamie	Feb-23	in progress
	Video launch of branding - concept to have someone do voiceover of brand statement in Arnett Muldrow report and different videos of people in 7th Ave	Jerry fitzgerald (volunteer/board member)	Mar-23	in progress
	4. Pursue pavilion covering for Depot Plaza			
	Contact Architect	Jamie	Feb-23	complete
	Create renderings for plans - future fundraising	Architect	April-May 2023	
	Use renderings for fundraising and capital campaign		Summer - fall 2023	
	5. Vacant Window Improvement Program			
	Work with building owners to allow use of windows		Spring 2023	
	Design window template	Jamie	Mar-23	
	6. Complete Streetscape			
	Communications and updates with business owners	Linda will help with business updates, engineering dept, Harper construction	all 2023	
	Water lines, connections/tap updates			
	Cost savings on asphalt, etc. Discount by adding onto work			
	Façade improvements during construction			
	Update businesses on status of streetscape	Jamie/Team	early 2023	
	Continue to pursue phase 2 and 3 of streetscape	Engineering dept, downtown dept		Engineering dept submitted several grants "Above the Mud" project