



The City of Rocky Mount

Central City Façade Improvement Program 2009-10

In order to stimulate reinvestment in downtown Rocky Mount, the City offers the **Façade Improvement Grant**. Under this program the City works closely with the private sector to bring reinvestment back to the central city.

Purpose of the Façade Improvement Program

1. Provide economic inducements and attract reinvestment in downtown properties;
2. Encourage new businesses or existing businesses to locate in the Central City business district of Rocky Mount;
3. Beautify, upgrade, market, advertise and promote properties in the Central City business district;
4. Renovate storefronts in the Central City business district;
5. Stimulate and encourage good design in the rehabilitation of existing properties;
6. Stimulate and encourage sympathetic and appropriate new design in the Central City revitalization area;
7. Preserve the unique historic character of the Rocky Mount Central City Local and National Register Historic Districts; and
8. Encourage the formation of public/private partnerships for revitalization efforts in the Central City business district.

Features of the Façade Improvement Grant

- Grant awarded on a 50/50 matching basis with a maximum grant of \$2,500 per project.
- To be eligible projects must be within the Central City Building Improvement Plan Area, see map.
- Approvals for a grant must be secured before work begins on the proposed project.

Eligible Projects Improvements

Types of projects which may be funded include, but are not limited to, the following:

- Brick or wall surface cleaning;
- Patching and painting of façade walls;
- Signage or lighting replacement/repair;
- Canopy, porch, awning installation/repair;
- Window and/or door replacement/repair;
- Mortar joint repair;
- Railings and ironwork repair or addition;
- Cornice repair and/or replacement; and
- Replacement/repair to exterior steps

Compliance with existing building and landscape regulations

- Projects must be for improvements to the exterior of commercial buildings and must comply with the City's Historic Preservation guidelines and where appropriate receive a Certificate of Appropriateness (COA) from the City of Rocky Mount Historic Preservation Commission. (HPC.)

Funding Formula

Subject to the availability of funding, incentives will be awarded on a 50/50 matching basis with a maximum grant award being \$2,500.00 per project. One grant per year may be awarded per property unless there is a surplus of incentive funding at the close of the fiscal year. Should no other eligible properties apply a property that has received prior funding during the current fiscal year, may become eligible for a second round of funding? **Any work done prior to the approval of a grant application is not eligible for funding.**

Application Process

1. All applications must have the signature of the property owner, indicating permission for the proposed improvements to be made to the property and commitment to carry out the work as specified in the application. If the person/persons applying for the incentive grant is not the same person/persons owning the property, the signature of the applicant, indicating commitment to carry out the work as specified on the application, must also be on the application.
2. All applications must include sketches, architectural drawings and/or explanations of proposed work as well as cost estimates or construction bids. Priority will be given to projects utilizing design assistance through the Downtown Development Office.
3. Applicants will be notified of the decision of the application within 2 weeks of receipt of a fully completed application. Incomplete applications will not be accepted. Any amendments, additions, deletions, or other changes to the original application must be approved by the Downtown Development Manager in order to assure that grant funds will be awarded.
4. All grants are awarded on a reimbursement basis. Paid receipts, canceled checks, paid invoices, or other proof of expenditures must be submitted within thirty working days of the completion of the project. Following satisfactory site inspection of the completed project, payment of the grant to the applicant will be authorized by the Downtown Development Manager. If the site inspection is not satisfactory, the applicant will be notified and allowed up to thirty working days for correction of unsatisfactory terms.
5. All applications must be submitted to the Downtown Development Manager, 331 S. Franklin St., Rocky Mount, NC 27802-1180. (252) 972-1267.

Appeal Process for the Incentive Program

Applicants will have a right of appeal to a special committee of the Central City Revitalization Panel (CCRP.)

Persons applying for the Main Street Incentive Programs will have seven (7) business days to appeal the denial decision of the staff to the Appeal Committee. Notice of the appeal must be submitted in writing to the Downtown Development Manager with specific basis for the appeal. Within fourteen (14) business days of receipt of the appeal, the Appeal Committee will convene to hear the appeal of the appellant. Upon completion of the hearing, the Appeal Committee shall provide a final decision on the appeal within seven (7) business days. The decision of the Appeal Committee shall be final.

Eligible properties

Commercial properties within the boundaries of Rocky Mount's Central City are eligible for the financial incentive program. See the map on next page of the Central City Building Improvement Plan Area AKA the Façade Improvement Grant Program Area.

