



Community Development Department

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2180 – Hearing Impaired: 711

Item - 5.2

Date: January 25, 2016

To: Redevelopment Authority Citizens Committee
Meeting of February 1, 2016

From: Lee Plemel, Community Development Director

Subject: Action to make recommendations to the Redevelopment Authority regarding the implementation of a façade improvement program for properties within the Redevelopment District.

RECOMMENDED MOTION: I move to recommend to the Redevelopment Authority the implementation of a façade improvement program for properties within the Redevelopment District with the provisions as recommended by staff [or with the provisions as modified by the RACC].

DISCUSSION:

The Redevelopment Authority approved a prioritization of objectives, projects and programs on October 15, 2015. The third priority was to implement a façade improvement program (FIP). The purpose of this item is to make recommendations regarding the parameters for the FIP, including the maximum allowable funding, the percentage of required matching funds, and other FIP requirements.

A FIP assists property owners with improving the exterior appearance of their buildings, thereby improving the general appearance and attractiveness and increasing the overall desirability of the area. An amount of \$125,000 is recommended as an initial allocation with a reduction in funding in following years (to be determined in the separate item on this agenda).

Staff has researched several FIPs in Nevada and across the country from communities of various sizes. Attached is a spreadsheet showing the general provisions of the FIPs in these communities. Staff recommends the following provisions as the basis of a FIP for Carson City, subject to discussion and recommendations from the RACC:

Staff recommendations:

Maximum funding per parcel	\$25,000
Required property owner match	50%
Funding Type (grant/loan)	Grant

Approval procedure	<ul style="list-style-type: none"> • RACC approval (special meeting, if necessary). • Open initial application period to bring applications to RACC on May 2, 2016, for the FYI 2015-16 funding and FY 2016-17 funding. • In subsequent years, accept applications through April 15 each year for review by the RACC at its first regular May meeting for available funding the following Fiscal Year beginning July 1. • If available funding is not fully used, accept applications on a first-come, first-served basis until available funding is gone.
Permitted improvements	All <u>exterior</u> façade and signage updating and maintenance, including but not limited to painting, lighting, awnings, doors, fascia, and other decorative elements.
Other requirements	<ul style="list-style-type: none"> • All improvements shall comply with the Carson City Development Standards Division 1.1, <i>Architectural Design</i>; improvements to buildings within the Downtown Mixed-Use (DTMU) zoning district shall comply with the DTMU Development Standards, Division 6.6, 6.6.2, <i>Lighting</i>, 6.6.3, <i>Signage</i>, 6.6.10, <i>Building Design and Character</i>, and 6.6.11, <i>Guidelines for the Renovation and Restoration of Existing Structures</i>. • The applicant shall submit plans meeting commercial building permit standards showing all proposed improvements with an application for funding. • Taxes must be paid current on the property. • Payment shall be on a reimbursement-basis only at a rate of no more than 50% up to the maximum amount of the approved grant award. • Properties with unresolved code enforcement issues are ineligible. • Applicants shall obtain a minimum of three bids for the project if the total rehabilitation cost is \$25,000 or more (per City policy). • Improvements must be completed within 180 days of application approval or the start of the funding year, whichever is later.
Area limitations	Funding is limited to commercial buildings in the Redevelopment District on Carson Street, Curry Street (including properties between Carson Street and Curry Street), and William Street.

The RACC should consider all of these parameters together when discussing and formulating recommendations to the Redevelopment Authority for final approval. Following is some discussion and rationale for the staff-recommended FIP parameters.

Maximum funding per parcel: The maximum funding per project varies in the noted FIP examples, generally ranging from \$10,000 to \$60,000. A recommended maximum of \$25,000 is

based on discussions with a downtown property owner interested in façade improvements and the estimated cost of those improvements. It is not expected that all properties would use the maximum allowed grant. In many cases, painting and other simple improvements would be all that is needed. An allocation of \$25,000 per property would allow a property owner to get assistance with more significant improvements to improve the appearance of buildings.

Required property owner match: The recommended 50% match is a common match required in FIPs. The purpose of a match is to ensure that the property owner invests in the property. Finding the appropriate match amount is a balance between requiring a larger investment by property owners versus encouraging investment in the façades to improve the appearance of the area.

Funding type: Most FIPs offer funds as grants, meaning there is no payback to the City. Two of the examples noted have an amortized payback period of 3-5 years, after which no payback is required if the property is sold. While this type of improvement to a property certainly increases the value of the property, it also increases the value and desirability of surrounding properties and the area in general, which is the goal of the program. Therefore, the funding is recommended as a grant.

Approval procedure: Approval procedures for various FIPs range from administrative staff approval, to administrative group reviews, to governing board approval. Staff recommends that the RACC have the final approval authority for all FIP applications.

Staff further recommends that FIP applications follow the same schedule as special event application, i.e. applications are due April 15 and are reviewed by the RACC at its meeting the first Monday in May. This would allow property owners to secure the funding then make arrangements for the improvements to occur in the Fiscal Year in which the funding is available, after July 1. Note that this year there will be available funding before July 1, 2016, so applicants will be able to start improvements before July 1. If available funding remains after the initial application period, applications may be accepted and reviewed on a first-come, first-served basis.

Permitted improvements: The recommended purpose of the FIP is for any exterior improvements that improve the appearance of the building or restore the historic character of existing downtown buildings. The program would not pay for interior improvements, and non-qualifying improvements would not count towards the property owner's required match.

Other requirements: While all new development must comply with current development standards for architecture, it is worth noting that any improvements constructed with City funds will be reviewed for compliance with these standards. In particular, there are development standards for the renovation and restoration of existing buildings within the downtown. A copy of the standards that would apply is attached.

Allocation of the funds will be on a reimbursement basis at a rate of 50% of the expenditures, up to the maximum amount approved. As an alternative to reimbursement, the City can pay an invoice directly provided that the property owner has paid the required matching funds. The property owner may count all expenses incurred in the preparation and permitting of plans for the improvements, including building permit fees, design work, and construction drawings.

Other requirements are noted in the table above and may be discussed by the RACC.

Area limitations: Staff recommends that the FIP be limited to properties within the Redevelopment District (Areas 1 and 2) and only properties along Carson Street, Curry Street (and side streets between them), and William Street. The primary intent of the FIP is to complement the City's investment in the downtown improvements and other future corridor projects, so staff believes that should be the initial focus of the program. Depending on the success of the program and other priorities that may arise, this provision could be modified in the future.

The RACC may discuss and make recommendations regarding all the aforementioned FIP requirements or add requirements as deemed appropriate. Staff will use RACC's recommendations to draft the policy changes for final approval by the Redevelopment Authority.

Two examples of FIP informational packets and applications are also included with this packet for reference, one from the City of North Las Vegas and one from the City of Greenville, South Carolina. Staff suggests using these as format examples for putting together the information and application packet for the Carson City Façade Improvement Program. Staff believes these examples are relatively simple and provide the required information in a straight-forward manner.

Contact Lee Plemel at lplemel@carson.org or 283-7075 if you have any questions regarding this item.

Attachments:

1. Façade Improvement Program comparison spreadsheet
2. Development Standards, Division 1.1 *Architectural Design*
3. DTMU Development Standards, Division 6.6, 6.6.2, *Lighting*, 6.6.3, *Signage*, 6.6.10, *Building Design and Character*, and 6.6.11, *Guidelines for the Renovation and Restoration of Existing Structures*
4. City of North Las Vegas "Façade Upgrade Program" packet
5. City of Greenville, SC, Façade Improvement Program packet
6. Carson City Redevelopment District Map

Facade Improvement Program Comparison

	Maximum Funding	Required Match	Funding Type	Process	Eligible Improvements
Henderson, NV	\$26,750	50%	Grant	Administrative	Painting, awnings, marquees, doors, windows, signs, lighting, landscaping, and other façade improvements.
Las Vegas, NV	\$25,000	66%	Grant	RDA approval	Any exterior improvement.
North Las Vegas, NV	No maximum	None	Grant	Administrative < \$10,000; RDA approval > \$10,000	Doors, windows, lighting, wall finishes, landscaping, signs, abandoned structure removal.
Santa Cruz, CA	\$10,000 per property or up to \$5,000 per store front	50% for > \$10,000	Grant	Administrative	Painting, lighting, awnings, signage, murals, landscaping.
Evanston, IL	\$10,000 plus \$100 per foot of frontage over 35 feet	50%	Grant*	City Council	Painting, lighting, awnings, signage, doors, fascia, other decorative elements. Interior plumbing, electrical, mechanical, accessibility.
Greenville, SC	\$10,000	50% for < \$5,000; 80% for > \$5,000	Grant	Administrative (staff committee with architects)	Painting, awnings, windows, landscaping, patios, lighting, signage.
Richmond, VA	\$20,000 per frontage; \$40,000 max.	50%	Grant	Administrative	Restoring and improving facades, windows, doors, painting, shutters, gutters, design and permit fees.
Milwaukee, WI	\$50,000	70%	Grant*	Administrative committee	All visible exterior improvements.
Cheyenne, WY	No maximum	35%	Grant	Administrative committee	Painting, repair, windows, lighting, rain gutters, awnings, railings, signs, relocation of exterior utility services.
Bismarck, ND	\$60,000; \$30,000 per frontage	50%	Grant	Board of Commissioners	Exterior façade and signage updating and maintenance.
Olympia, WA	\$27,500**	None	Loan	Loan committee	Restoring high-visibility downtown facades.
Ames, IA	\$15,000	None	Grant	City Council	All exterior façade improvements.
Dayton, OH	\$10,000	50%	Grant	City Council	All exterior façade improvements.
Valparaiso, IN	\$25,000	None	Grant	City Council	All exterior façade improvements.
* Loan forgiven after 3-5 years					
** Total CDBG funds made available					

General.

These design standards have been prepared to foster quality design of office, commercial, multi-family, public, industrial and institutional projects within Carson City. The image of the community affects the economic well being of the City, especially the tourism economy. These standards are aimed at improving the community image.

These standards are intended to inspire development of lasting quality and designs that enhance the overall community. They are intended to assist the public, developers and design professionals in planning and designing projects. These standards shall also serve as criteria for design review by City staff, the Planning Commission (Commission), and Board of Supervisors (Board).

1.1 Architectural Design.

Office, retail, commercial, public, institutional, industrial and multi-family buildings and their architecture play a large role in establishing the overall image of the community. In all cases, these standards stress the importance of visually identifying and unifying the community character. These standards do not require a single architectural style; instead an eclectic mixture of harmonious styles are encouraged. Buildings which are fifty (50) years or older within the downtown area must meet the requirements of the Downtown Business District found in the Carson City Municipal Code.

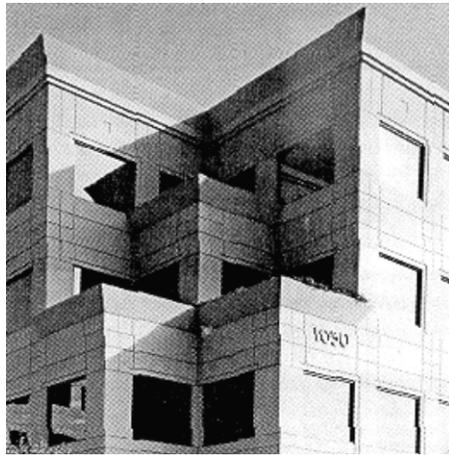
- 1.1.1 The architectural style, massing and proportion of a building should be compatible with and compliment its surroundings and environmental characteristics of the community.
- 1.1.2 Buildings should be designed on a “human scale” by using architectural enhancements such as windows, awnings, arcades, plazas, courtyards and roof overhangs.



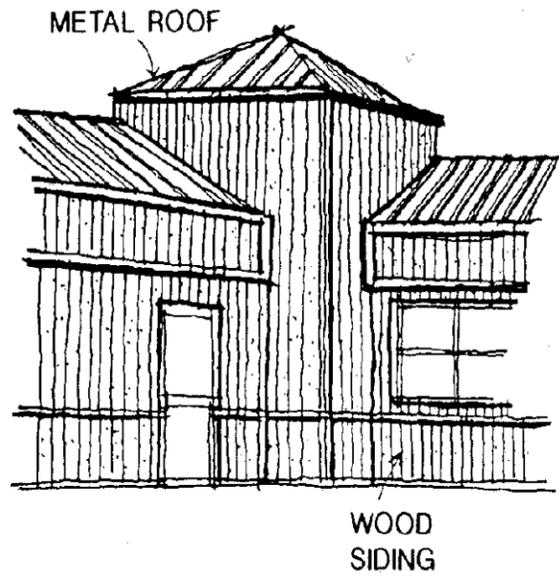
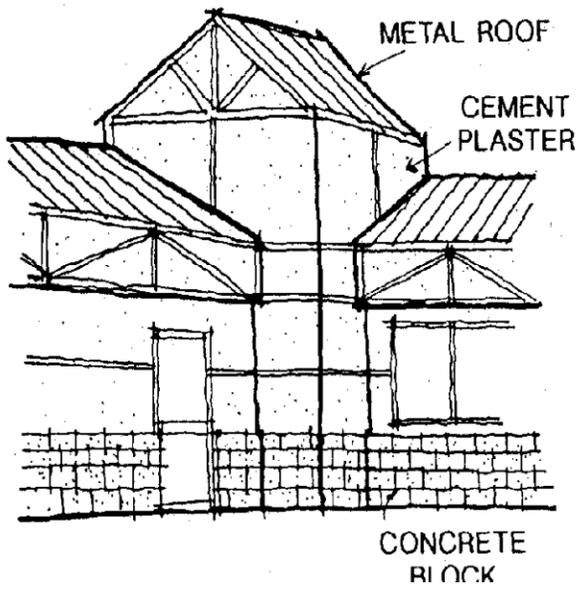
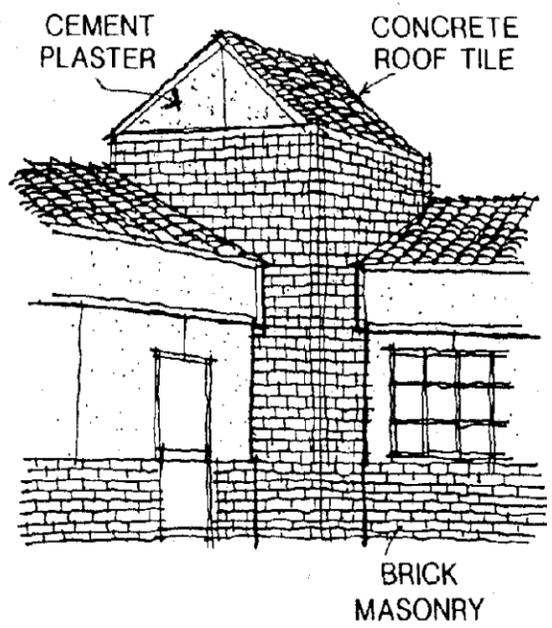
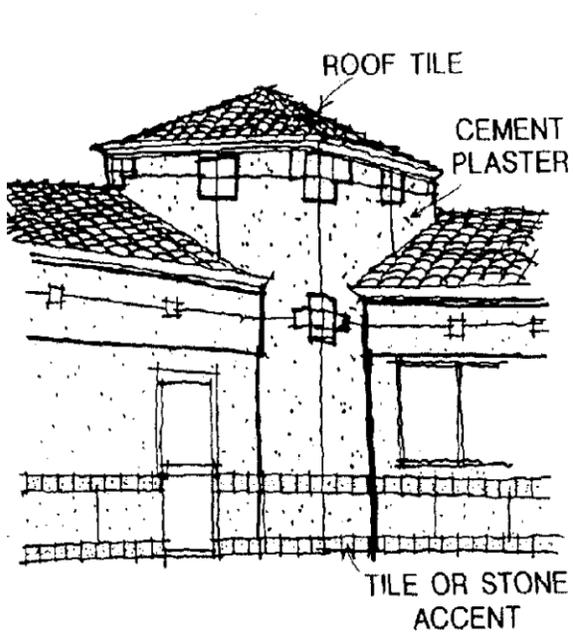


Architectural enhancements such as roof overhangs, arcades and trellises shall be used.

- 1.1.3** Variations of building details, form, line, color and materials shall be employed to create visual interest. Variations in wall planes, roof lines and direction are encouraged to prevent monotonous appearance in buildings. Large expanses of walls devoid of any articulation or embellishment shall be avoided. Similarly vertical variation in the roof line is encouraged. Mansard roofs shall wrap around the entire building.



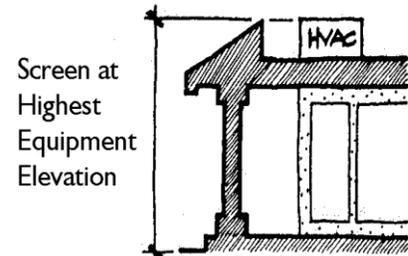
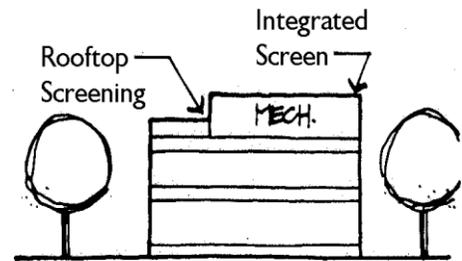
Variation in wall planes adds interest



Typical materials and finishes

1.1.4 All building elevations shall receive architectural treatment, except in special situations where an elevation is not visible from an adjoining property or street.

1.1.5 Materials and finishes shall be selected for architectural harmony and enhancement of the architectural theme as well as aesthetic quality, durability and ease of maintenance. Materials, finishes and colors shall be varied where appropriate to provide architectural interest. The number of building materials generally shall be limited to three and these materials shall not stop abruptly at corners, but continue to side or back elevations. Smooth faced block or fabricated metal wall panels are not allowed as the predominant building material.



Typical Equipment Screening

1.1.6 Exterior building colors should blend with surrounding development and not cause abrupt changes. Primary building surfaces (excluding trim areas) should be muted or earthtone in color. Bold colors shall be avoided except when used as accent or trim.

1.1.7 Except as otherwise provided in this section, roof mounted equipment within commercial, industrial, office, public or multi-family districts shall be screened from view from a public right-of-way and adjacent property through the use of architectural means such as parapet walls and equipment wells. Screening of roof-mounted equipment from view must be integrated into the building design. All equipment shall be located below the highest vertical element of the building. Wall mounted air conditioning units shall be integrated into the design and/or screened. Roof-mounted solar panels are excluded from the requirement for screening. Roof-mounted mechanical support and accessory mechanical equipment for solar panels shall be screened architecturally and integrated to match the existing roof and/or building materials.

On sites exhibiting topographic relief effecting visual screening capabilities, site-obscuring screening shall be provided to visually screen the equipment at a minimum of 100 feet from the site.

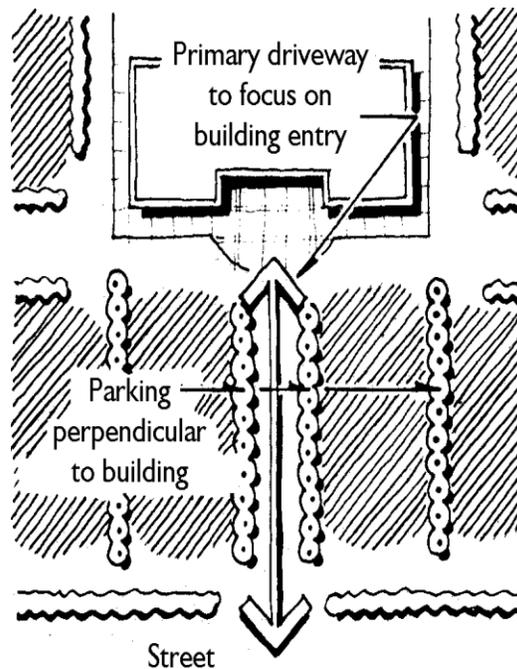
1.1.8 Reflective, untreated roofs shall be prohibited unless painted flat, non-glossy paint to compliment or match the primary color of the primary exterior building material(s).

- 1.1.9 Multi-building/tenant projects shall include architectural consistency for all buildings including color schemes, wall textures, roofs, roof slopes, awnings and other similar architectural themes.
- 1.1.10 Buildings which give the appearance of “box-like” structures shall be discouraged.

1.2 Site Design.

These standards are intended to promote quality development, visual compatibility, safety and consistency through an integration of site design elements including building orientation and location, site access, circulation, parking, service areas and pedestrian and bicycle access. Of primary concern is the appearance as viewed from the street.

- 1.2.1 Primary entries and/or facades of buildings should be oriented towards the street or main parking area.



Typical building and parking relationship

- 1.2.2 The orientation and location of a building should provide for pedestrian and bicycle activity and access. Bike racks shall be located in a safe and convenient location close to building entrances. Clustering of multiple buildings should create pedestrian plazas, courts or patio areas and be linked architecturally with arcades, trellises, or other similar open structure concepts.

6.6 General Development Standards and Guidelines

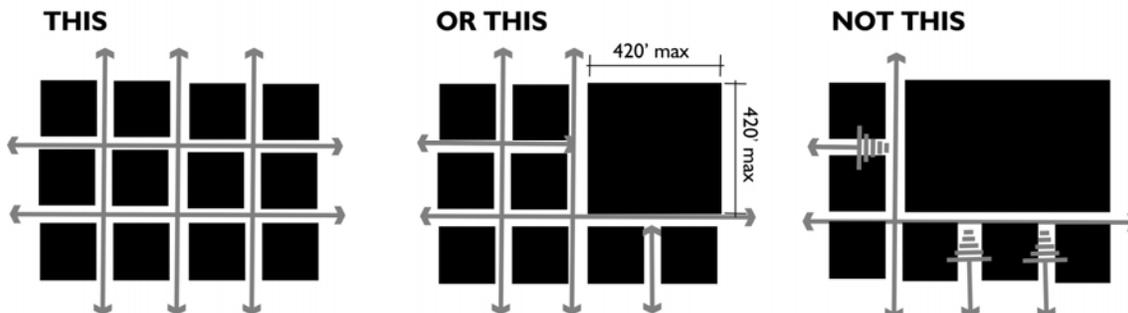
6.6.1 Vehicular and Pedestrian Connections

a. Intent.

- To maintain a well-defined pattern of urban blocks within Downtown that provide frequent connections to adjacent neighborhoods and serve as a framework for a varied mix of uses.
- To maintain frequent pedestrian connections that reflect Carson City's traditional pattern of blocks while allowing for the incorporation of some larger developments and outdoor plazas that require the consolidation of 2 or more blocks, where appropriate.

b. Block Size

- (1) To the maximum extent feasible, new development shall work within the framework of Downtown's existing pattern of blocks to avoid interrupting the grid pattern, creating large "superblocks," and limiting access to adjacent neighborhoods.
- (2) Maximum block lengths resulting from block consolidation shall be limited to 400 feet.
- (3) Where block consolidation is proposed (by right-of-way abandonment), special consideration shall be given to vehicular circulation patterns, flood/drainage pathways, and view corridors to significant features in the area, such as the Capitol building and the mountains to the west.



6.6.2 Lighting

a. Intent.

- To encourage a safe, appealing, and pedestrian-friendly nighttime environment within Downtown core.
- To promote the retention of the Downtown core's unique nighttime character, as provided by its numerous lighted marques and animated lights.
- To ensure that new lighting is compatible with the established character of the Downtown and the surrounding neighborhoods.

Lighting Examples:

Following are examples of the types of pedestrian-oriented lighting appropriate within the Downtown Mixed-Use District. These examples are provided for illustrative purposes only, all lighting shall be consistent with the regulations contained within this Chapter.



b. Exterior Lighting.

- (1) Low-scale, decorative lighting shall be used to accent architectural details, building entries, or signs. Additional, pedestrian-scaled lighting shall be provided to illuminate sidewalks, enhancing security and extending hours of activity.
- (2) All light sources shall be shielded to protect the City's dark skies and prevent spillover into adjacent residential neighborhoods and the City's Downtown.
- (3) Lighted marques and animated lighting, such as chase lights, exist in many locations within Downtown and are reflective of the City's gaming traditions. Generally, this type of lighting should be limited to that which exists today; however, new lights may be approved by the Director or designee on a project-by-project basis.
- (4) Lights shall not be focused upward to light the façade or used to flood a façade or the street.

c. Storefront Lighting. The incorporation of interior window lighting to highlight displays is strongly encouraged to provide off-hour interest along Carson Street.

d. Street Lights. All street lights, whether intended for pedestrian or auto-oriented purposes, shall be consistent with the City's Downtown Streetscape Plan.

6.6.3 Signage

a. Intent.

- To encourage a diverse and visually interesting streetscape environment along Carson Street by allowing a variety of types of business signage, as traditionally found; and
- To ensure that signage is compatible with the pedestrian-oriented scale of Downtown.

b. General.

- (1) All standards contained in this subsection shall be applied in addition to signage regulations contained in Division 4 of the City's Development Standards.
- (2) If a conflict between the two articles appears to exist, the standards contained in this article shall take precedence.

c. Materials. Signs shall be constructed of durable, low-maintenance materials that complement the design and character of the building they serve.

d. Preferred Signage Types.

- (1) The use of hanging signs is encouraged for non-gaming uses to reinforce the pedestrian-oriented scale of Downtown. Hanging signs and other sign types attached to the front of buildings are permitted to project into the public right-of-way, over the sidewalk, subject to the issuance of an encroachment permit. Hanging signs shall not:
 - (a) Exceed 24 inches in height and 3 feet in length; or
 - (b) Be located where less than 8 feet of clear height can be provided above the sidewalk from the overhang or awning from which they are suspended.
- (2) The creative use of symbols or other images indicative of the use contained within the building in the design of signs is strongly encouraged.
- (3) The use of permanent window signs is encouraged for non-gaming uses to reinforce the pedestrian-oriented scale of Downtown. Window signs shall not exceed 10% of the window area.

e. Neighborhood Transition Character Area. The following standards shall be applicable within the Neighborhood Transition character area only.

- (1) The maximum freestanding sign height shall be six feet.
- (2) Signs shall be designed to reflect the more residential scale and appearance of the Neighborhood Transition character area

PREFERRED SIGNAGE TYPES: NEIGHBORHOOD TRANSITION AREA



Examples of signs designed to reflect a more residential setting, as desired within the Neighborhood Transition character area.

- f. **Wayfinding Signage.** All on-site wayfinding signage shall be consistent with the City's Wayfinding Signage Design Standards.
- g. **A-Frame Signs ("Sandwich-Board" Signs).**
 - (1) One A-Frame sign is permitted per business per street frontage.
 - (2) Sign must be placed against the building the business operates from or within the landscaped area between the sidewalk and the street.
 - (3) A minimum of six feet of unobstructed sidewalk is required.
 - (4) Signs must be professionally manufactured and shall not exceed 32 inches in width and 36 inches in height. However, chalkboard frames with erasable letters are also appropriate.
 - (5) All signs shall be in good repair and neatly painted. No attachments to signs are permitted.
 - (6) Signs shall not be displayed during non-business hours.
 - (7) No sign shall be located where it obstructs the line of sight for passing motorists.

Preferred Signage Types:

Following are examples of the types of pedestrian-oriented signage appropriate within the Downtown Mixed-Use District. These examples are provided for illustrative purposes only. All signs shall be consistent with the regulations contained within this Chapter and Division 4 of the City's Development Standards.

HANGING SIGN EXAMPLES:



WALL & AWNING MOUNTED SIGN EXAMPLES:

PROJECTING SIGN EXAMPLES:



WINDOW SIGN EXAMPLES:



6.6.10 Building Design and Character

a. Intent.

- Allow for the incorporation of a variety of architectural styles while ensuring that infill and redevelopment relates to the historic traditions of Downtown Carson City and its surrounding neighborhoods, in terms of its basic form, composition of building elements, and quality of materials;
- Establish a high quality appearance for Downtown infill and redevelopment through the incorporation of architectural detailing, façade articulation, and other features designed to provide a more distinct character and pedestrian scale;
- Ensure that infill and redevelopment contributes towards the vision set forth for Downtown by the City’s Master Plan.

b. Materials. Primary building materials shall be durable and project an image of permanence typical of Downtown’s traditional masonry storefronts and public buildings. Appropriate materials include, but are not limited to brick, stone, or other masonry products, steel, stucco, cast concrete, split face block, composite siding, or comparable material approved by the Director or designee.

c. Four-Sided Design.

- (1) All building facades shall be designed with a similar level of design detail. Blank walls void of architectural detailing shall not be permitted.
- (2) Exceptions from the above standard may be granted for those areas of the building envelope that the applicant can demonstrate are not visible from adjacent development and streets.
- (3) Entrance locations should be placed with consideration of business-to-business pedestrian access and the relation to pedestrian crossings for safety.

d. Street Level Interest/Transparency

- (1) A minimum percentage of the total area of each ground floor building façade which faces a street, plaza, park, or other public space, shall be comprised of transparent window openings to allow views of interior spaces and merchandise, to enhance the safety of public spaces by providing direct visibility to the street, and to create a more inviting environment for pedestrians. Minimum percentages vary according to Character Area and use as follows:
 - (a) *Main Street Mixed-Use Character Area:* Fifty percent minimum.
 - (b) *Urban Mixed-Use Character Area:*
 - (i) *Non-Residential Uses:* Fifty percent minimum.
 - (ii) *Residential Uses:* Thirty-five percent minimum.
 - (c) *Neighborhood Transition Character Area:*
 - (i) *Non-Residential Uses:* Forty percent minimum.
 - (ii) *Residential Uses:* Thirty percent minimum.

Examples: Materials

Primary building materials shall be durable and project an image of permanence typical of Downtown's traditional masonry storefronts and public buildings. These examples are provided for illustrative purposes only. All materials shall be consistent with the regulations contained in this Chapter.



Street Level Interest/Transparency

NOT THIS



1 Buildings that lack transparency do not create an inviting and interesting streetscape for pedestrians.

THIS



2 Display windows provide transparency at the street level of these retail storefronts, creating an inviting environment for pedestrians.

Primary Building Entrances

Following are examples of building entrances made easily discernable through the use of architectural elements.



- (2) For the purposes of the above standard, all percentages shall be measured using elevation views of the building plan and “ground floor” shall be measured from floor plate to floor plate (Ground floor heights are assumed to be a minimum of 10 feet).
 - (3) The following standards shall apply to all ground floor windows:
 - (a) *Non-residential uses:* Glazing on all ground floor windows shall be transparent.
 - (b) *Residential uses:* Glazing on ground floor windows shall be transparent to allow views into common hallways, foyers, or entryways, but may be translucent or opaque when necessary to protect the privacy of ground-floor spaces used for dwelling purposes.
 - (c) Black or mirrored glass is prohibited.
- e. **Primary Building Entrances.** Primary building entrances shall be clearly distinguished through the use of one or more of the following architectural features:
- (1) Covered walkways or arcades;
 - (2) Awnings, canopies, or porches; and/or
 - (3) Projected or recessed building mass.
- f. **Parking Structures/Podium Parking.**
- (1) Facades of single-use parking structures (e.g., no retail or residential) shall be articulated through the use of three or more of the following architectural features:
 - (a) Windows or window shaped openings;
 - (b) Masonry columns;
 - (c) Decorative wall insets or projections;
 - (d) Awnings;
 - (e) Changes in color or texture of materials;
 - (f) Approved public art;
 - (g) Integrated landscape planters; or
 - (h) Other features as approved by the Director or designee.
 - (2) Openings in parking structures and podium parking areas shall be designed to screen views of parked cars from surrounding properties through the use of architectural screens or similar features.
- g. **Residential Garage Location and Design**
- (1) Where lot configurations permit, residential garages shall be located in the rear yard and accessed from the alley or a narrow drive from the street, as traditionally found in Downtown’s residential neighborhoods.
 - (2) Attached front-loading garages shall be recessed behind the front façade of the home a minimum of 10 feet.

h. Screening of Utility/Mechanical Equipment

- (1) Roof mounted mechanical equipment shall be screened from public rights-of-way and adjacent properties (including those that may have observation areas above that of the subject building) through the use of parapet walls, equipment wells, architectural screens, or similar features that may be integrated into the overall design of the building.
- (2) All equipment shall be located below the highest vertical element of the building.
- (3) Wall-mounted air conditioning units shall be integrated into the design of the building and/or screened.

6.6.11 Guidelines for the Renovation and Restoration of Existing Structures

a. Intent.

- To promote the preservation of existing Downtown buildings that have historic characteristics, although they are not included as part of the Historic District.
- To promote and establish appropriate procedures for the cleaning, renovation, and restoration of original Downtown storefronts that have been substantially altered and obscured during previous remodeling efforts.

b. Inappropriate Alterations.

- (1) Remodeling with unauthentic false historical details, trims, and moldings creates a confusing historical context for the community and should be avoided.
- (2) The use of light gauge metal, steel panels, or other materials to make two or more storefronts appear to be a single, larger structure should be avoided. If panels are already in place, upper story windows, storefronts, doors, cornices, and other trim materials which were removed to accommodate the panels should be researched and replaced during the rehabilitation process.
- (3) Upper story doors and windows and street-level storefronts that have been previously covered, sealed, or filled in should be restored to their original proportions and appearance during the rehabilitation process.
- (4) Transom windows which were covered over when suspended acoustical tiled ceilings were installed, or for other reasons, should be uncovered during the rehabilitation process.

Inappropriate Alterations

NOT THIS



① The use of light gauge metal, steel panels, or other materials to make two or more storefronts appear to be a larger structure should be avoided.

THIS



② Upper story doors and windows and street-level storefronts that have been previously covered, sealed, or filled in should be restored to their original proportions during the rehabilitation process.

c. Cleaning.

- (1) Abrasive cleaning techniques such as sandblasting should be avoided on the exterior of Downtown buildings. Such cleaning methods cut into the building's materials, causing irreversible damage.
- (2) Sandblasted buildings that have not severely deteriorated should be painted to slow the process. Care must be taken to avoid varnishes, enamels, polyurethane sealants and other products impervious to moisture penetration. Sealants will lock moisture inside the masonry and prevent evaporation ultimately causing severe moisture damage.
- (3) As an alternative to abrasive cleaning techniques, the following techniques should be considered:
 - (a) A gentle water wash in combination with a natural bristle brush used to gently scrub the surface of the building. If necessary, a mild detergent can be used, but must be thoroughly rinsed.
 - (i) For heavy grime or layers of paint, a chemical cleaner may be necessary. Alkaline or acidic cleaners are available; however, chemical cleaning should always be done by experienced professionals.
 - (ii) A steam cleaning process may also be appropriate for certain building materials.
- (4) Whether water, steam, or chemical cleaner is used, always clean a test patch area first to judge the reaction, or consult a professional in the field. A list of local professionals is available at the Planning and Community Development Department.

- (5) All debris and cleaning materials should be contained on site and not allowed to flow into the storm drain system.

d. Repair, Removal, and Replacement.

- (1) Removal of materials or structures including oversized signs, windows or door coverings, or metal slipcovers should not take place until the following steps are followed:
 - (a) Inventory and photograph or draw accurate elevations of the elements to be removed.
 - (b) Examine each element and determine how it is attached and anchored to the building. If possible, remove a small portion of a slipcover to determine how the rest is anchored.
 - (c) Create a plan for repair of original material that was damaged when alterations were made; drilled holes for anchor bolts, lost or damaged decorative elements, accumulated dirt and rust stains are the most common types of damage.
- (2) If a decorative element such as a cornice or trim around a window was removed or altered to accommodate earlier renovation efforts, it may require replication by a skilled artisan or replacement with a simpler element. Catalogs of companies that specialize in replicating historic building architectural details are available from the Planning Division.
- (3) If the original element is lost and no photo documentation is present, it is recommended that the element be substituted with a more conservative design element.
- (4) Materials used to renovate existing buildings should be of a texture, scale, and color that are compatible with the original primary building material. Replacement parts should be selected so as to blend in with existing ones; rather than calling attention to themselves.
- (5) Native stone and masonry should be retained on existing buildings when possible.
- (6) Missing or damaged architectural features that are to be replaced should blend with the building fabric and duplicate the old or match it as closely as possible. However, these new materials should not be antiqued or made to look old when they are not.
- (7) Retention of original historic building elements is encouraged over replacement. When replacement is required, attention should be given to matching the building's original window treatment as closely as possible.

Commercial Building Facade Upgrade Program - Guidelines -



CITY OF
NORTH LAS VEGAS
Your Community of Choice

City of North Las Vegas, Nevada
Redevelopment Agency

Amended
July 6, 2005

NORTH LAS VEGAS REDEVELOPMENT AGENCY

FACADE *UPGRADE* PROGRAM

This program provides Redevelopment Agency funds to property owners and tenants who are interested in upgrading the exteriors of their businesses that are located within the boundaries of the City of North Las Vegas Redevelopment Areas.

Program Description

The Facade Rehabilitation Program is administered by the Redevelopment Agency through the Economic Development Department of the City of North Las Vegas. This program provides **Agency financial participation for eligible improvements** agreed upon by the Participant (the property owner and/or tenant) and the Redevelopment Agency.

The Redevelopment Agency staff will consider financial participation for eligible projects in amounts up to \$10,000. Requests for Agency financial participation in excess of \$10,000 will require Redevelopment Agency Board approval. Agency funds do not have to be repaid by the Participant providing the Participant completes his improvements in a timely manner.

Eligible Improvements

1. **Exterior facades**
2. **Exterior lighting** - Decorative fixtures to be affixed to the exterior of a building or lighting for parking areas.
3. **Doors and windows** - Replacement of doors and windows which enhance the appearance of the building which are visible from street frontage.
4. **Exterior wall finishes** - Cleaning, repairing or remodeling the exterior of buildings including painting, brick, tile, stucco or other similar exterior finish and decorative treatments.
5. **Landscaping** - Irrigation systems, landscape materials, walls, fences and related improvements.
6. **Signs** - The design, construction and installation of new signs approved by the Agency and in conformance with the City's sign ordinances and the Municipal Code. Removal of old, obsolete, non-conforming or unused signs is required.
7. **Removal of or demolition of abandoned structures** in a commercial area.
8. **Miscellaneous improvements** - Other improvements not previously detailed which will eliminate blight and/or upgrade the aesthetic appearance of the Redevelopment Area.

Ineligible Work

Roof, billboards, security systems, non-permanent fixtures, interior furniture, fixtures, window coverings, personal property and equipment.

Who is Eligible to Apply

Both property owners and tenants (with the property owner's written consent) of **Commercial/Retail/Office properties** located within Redevelopment Area boundaries.

Financial Assistance

Facade upgrade participation by the Agency can be approved by staff as long as the Agency's contribution does not exceed a maximum of \$10,000. The Agency may fund major projects in excess of \$10,000 at the discretion of the Redevelopment Agency Board.

Requirements

1. Eligible projects must be located within the Redevelopment Area boundaries.
2. The Redevelopment Agency has the sole authority to determine eligibility of the proposed work and acceptability of completed work. The Agency will not participate in any project where improvements have already commenced.
3. Applicants are responsible for obtaining **three (3) bids** or competitive quotes for the proposed work. All contractors must be registered and bonded by the State of Nevada and licensed to perform work within the City of North Las Vegas.

Approved projects will be based on the **lowest** of the three bids. The applicant may select any of the three bidders to construct the improvement, however, the applicant will be responsible for costs in excess of the lowest bid.

Construction contracts will be between the applicant and contractor. The contractor must obtain all required **permits** prior to commencing construction.

4. For grants in excess of \$5,000, upon completion of improvements, participants will provide a Certificate of Insurance evidencing property coverage for "improvements" in an amount not less than the value of the improvements. The time frame for submittal is not less than thirty (30) days.
5. Proposed improvements shall meet all City Building and Planning Department **codes and standards**. Redevelopment staff shall review the designs to insure the aesthetic appearance of the property is upgraded.
6. All facade improvements shall be designed to upgrade the aesthetic appearance of the Participant's property.
7. The applicant must sign off on all work completed on his behalf and for which he is requesting Agency reimbursement. A tenant must provide written owner approval for all improvements.

Procedures

1. Agency staff shall perform an **inspection** to determine that the Participant request for Agency financial participation includes eligible improvements.
2. **Plans/drawings** for improvement shall be submitted to Agency staff along with a formal application for Agency financial participation. Plans shall show size, dimensions, colors, etc., in sufficient detail to determine the aesthetic character of the proposed improvements.
3. Upon **approval** of the Participant's request for financial participation by Agency staff, or the Board, a specified amount will be authorized. Applicant must begin improvements within 45 days of authorization and complete his project within one year or his application will have to be resubmitted. Applicant shall be required to obtain all necessary permits.
4. Upon completion of improvements by the Participant and approval by Agency and City, applicant shall be **reimbursed** by the Agency for its previously approved financial contribution.

General Process

Upon receipt of the application, cost estimates, renderings and building plans, the Agency will approve or reject the application. When the application is approved by the Agency, the Participant will have forty-five (45) days to initiate the project, submit plans, permit applications or begin construction, and one-hundred and twenty (120) days to complete it unless otherwise granted an extension in writing by Agency staff. If the project is not started and completed within 365 days, a new application must be submitted. The fact that Agency participation had previously been approved will have no bearing on subsequent applications. Once the improvements are completed, the Agency will provide the Participant with its previously approved contribution. Upon project completion, the applicant shall provide the Agency with **work receipts** for authorized improvements within ten (10) days. Thereafter, the Agency shall verify improvements/costs.

If an application is not approved by Agency staff, the reason for rejection shall be provided in writing within fifteen (15) working days of the request. Applicants shall have the right to appeal the decision to the Agency Board provided that the appeal is filed in writing to Agency staff within five (5) working days of the date of application denial.

Indemnification

The Participant hereby agrees to indemnify, defend and hold harmless the Agency, and all its directors, agents, officers and employees from any and all claims, suits, or actions of any type, kind or description, brought for, or on account of, applicant's use or receipt of Agency funds pursuant to this application.

Certification

I have used reasonable diligence in preparing this application and agree with the terms and

Agency to allocate funds for the specified object. Only after review and approval, of the application and plans, will the Agency authorize funds for the specified project, and only after completion of the project pursuant to the Facade Upgrade Program will the Agency be obligated to provide the authorized funds.

Date: _____

APPLICANT INFORMATION

_____ Tenant

_____ Owner

Applicant's Name: _____ Phone: _____

Mailing Address: _____

OWNERSHIP INFORMATION (if not applicant)

Owner's Name: _____ Phone: _____

Tenant's Name: _____ Phone: _____

Mailing Address: _____

Owners Approval: _____

PROPERTY INFORMATION

Primary Building Address: _____

Name(s) of Current Business in Building: _____

Land Use Designation: _____

Zoning Designation: _____

Amount of Agency Contribution: _____

Proposed Use of Agency Contribution: _____

PLEASE SUBMIT THE FOLLOWING:

1. Construction Design Plans
2. Bid Information - by a licensed contractor along with contractor's license number
3. Any additional information needed to certify actual hard costs
4. Pictures - before proposed improvement



COMMERCIAL CORRIDORS FACADE IMPROVEMENT PROGRAM

PROGRAM GUIDELINES

PURPOSE:

The City of Greenville's Commercial Corridors Facade Improvement Program (FIP) provides financial and technical design assistance to commercial property owners and business owners in targeted commercial corridors for qualified facade improvements. The purpose of the FIP is to support the revitalization of the city's commercial corridors by stimulating private investment in high-quality improvements that enhance the appearance of buildings and properties and eliminate blight and non-conforming design standards.

FACADE IMPROVEMENT COMMITTEE:

The Facade Improvement Committee (FIC) is a five-person committee, consisting of three City staff members and two members of the Greenville chapter of the American Institute of Architects (AIA).

ELIGIBILITY:

Maximum Allowable Award: The program provides for a one-time reimbursement, up to \$10,000 per property, for eligible facade improvements. The applicant is eligible for a 50% reimbursement on expenses equal to or less than \$10,000. For additional expenses above \$10,000, the City will reimburse the applicant up to 20% of eligible expenses. The maximum award amount is \$10,000.

Example: If the applicant's total approved expenses equal \$25,000, he/she would be eligible for an \$8,000 reimbursement grant. $[(\$10,000 \times 50\%) + (\$15,000 \times 20\%)] = \$8,000$

Multiple Buildings/Parcels: Improvements made to multiple buildings on a single parcel are only eligible for the above stated amount. Improvements made to a single building located on multiple parcels (under same ownership) are only eligible for the above stated amount. However, the FIC reserves the right to grant special exceptions for reimbursements greater than the above stated maximum in the event that an applicant's proposed improvements exceed what is required by the City's design standards and have the potential to make a significant impact on the corridor.

Eligible Applicants: Eligible applicants include owners of **commercial properties** and owners/managers of businesses located in designated commercial corridors within the city of Greenville. Business owners/managers who are leasing a building for which improvements are proposed must submit an *Owner Consent Form* with their completed application. Only businesses whose existing use is allowable by the City's current codes and regulations are eligible for funding through the FIP. The FIC reserves the right to deny funding to applicants who are delinquent on payment of fines or fees.

Eligible Areas: The FIP is currently available in the following commercial districts:

- **Augusta Street:** *Augusta Street from Vardry Street to Mauldin Road*
- **Laurens Road @ Pleasantburg Drive:** *Laurens Road from Webster Road to Lindsay Avenue and Pleasantburg Drive from Antrim Drive to south of Keith Drive.*
- **Pete Hollis Boulevard/Rutherford Street:** *See map for eligible area.*
- **Stone Avenue:** *Stone Avenue from Rutherford Street to Church Street*
- **Wade Hampton Boulevard:** *Wade Hampton Boulevard from Stone Avenue to North Pleasantburg Drive*
- **West Greenville:** *See map for eligible area.*

Eligible Expenditures: For purposes of this program, eligible expenditures shall include expenses related solely to those exterior improvements which are eligible for reimbursement, as outlined in the program guidelines and determined by the FIC; excludes expenditures related to interior improvements, ordinary repair and maintenance, improvements required as a result of code violations, or other expenditures deemed ineligible by the FIC.

- Eligible improvements include exterior building improvements (cosmetic and/or structural), signage, lighting and landscaping, which are visible from the street. Examples include, but are not limited to: exterior painting or surface treatment, decorative awnings, window and/or door replacements or modifications, storefront enhancements, landscaping, irrigation, streetscape, outdoor patios and decks, exterior wall lighting, decorative post lighting and architectural features. Fees for architects, engineers or other design consultants are also eligible expenditures.
- Any renovations that are solely the result of *ordinary repair and maintenance* are not eligible for funding through the FIP. *Ordinary repair and maintenance* is defined as "any work, the purpose and effect of which is to correct or prevent any deterioration or decay of, or damage to, a structure, site or any part thereof and to restore the structure or site, as nearly as may be practicable, to its condition prior to such deterioration, decay or damage using materials which are of a design, color and outer appearance as close as practicable to the original."
- Improvements that are required as a result of a violation notice or citation are not eligible for funding through the FIP. However, improvements that are the result of voluntary compliance and the applicant's desire to bring a property into conformance with the City's current design standards will be considered.
- Site furnishings, amenities, non-permanent structures and movable equipment are not eligible for funding through the FIP.
- Improvements must be consistent with recommendations set forth in master plans for the area in which the property is located.
- All work must be completed by licensed contractors, legally operating in the city of Greenville. The applicant is responsible for obtaining necessary building/site permits for all work. Applicants should contact the City's Building Codes & Permits Department for assistance with permitting.

APPLICABILITY:

Please reference the City of Greenville, Land Management Ordinance: *Design Standards and Guidelines for Non-Residential Development, Sign Regulations, Landscaping Standards and Exterior Lighting Standards.*

Exterior Building Improvements: The *Design Standards and Guidelines for Non-Residential Development* shall apply to new construction, renovation or reconstruction of existing structures that exceeds twenty-five percent (25%) of the current fair market value of the structure. For purposes of this program, proposed improvements that do not exceed twenty-five percent (25%) of the current fair market value must strive to meet the intent of these standards to the extent practicable. Improvements made to existing buildings will receive priority for funding. Grants for new construction may be considered by special exception from the FIC.

Signage: Any new signage must comply with the current *Sign Regulations*. Expenses related to the removal of a non-conforming sign and subsequent replacement with a new conforming sign (if applicable) are eligible, as long as the removal and/or replacement is not required as a result of a violation notice, citation or change in business/use. Construction of new signage (where it previously did not exist) is not eligible for funding.

Landscaping: Only landscaping improvements that bring sites into compliance with the City's *Landscaping Standards* (to the extent practicable) will be eligible for funding through the FIP. Landscaping improvements completed in conjunction with building and site improvements will receive priority over those done without additional improvements.

APPLICATION PROCESS:

APPLICANTS ARE ENCOURAGED TO CONTACT THE CITY'S ECONOMIC DEVELOPMENT DEPARTMENT TO REVIEW THE PROJECT PRIOR TO SUBMITTING A COMPLETED APPLICATION.

All applicants must submit the following information to the Facade Improvement Committee:

- I. Completed application
- II. Photographs of existing facade
- III. Plans and/or elevations of proposed improvements
- IV. List and/or description of materials to be used
- V. Detailed cost estimates/bids for proposed improvements
- VI. IRS W-9 Form: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
- VII. City of Greenville Vendor Form
- VIII. If applicant is property owner: Proof of Property Ownership
OR if applicant is not property owner: Owner Consent Form

- Upon receiving a completed application, a representative from the City's Economic Development Department will arrange a meeting with the FIC to review the proposal. **The completed application and additional required documents must be approved by the FIC prior to commencement of work.**
- The FIC will then provide written notification to the applicant stating whether the proposed facade improvements have been approved as submitted, approved with changes or disapproved. The FIC will also advise the applicant of the anticipated amount of reimbursement authorized, provided the improvements are completed as approved.
- The FIC has the authority to request modifications of a proposed design to ensure the appearance of the site or building will be compatible with the character of the surrounding neighborhood. If the applicant chooses not to make the modifications as requested, the committee reserves the right to deny funding.
- The FIC reserves the right to request further information from the applicant or visit the applicant's property in an effort to evaluate the merit of applicant's proposed facade improvement.
- Projects deemed eligible for reimbursement must be completed within one year of receiving approval by the FIC. The FIC reserves the right to deny funding to projects not completed within one year of approval.

REIMBURSEMENT PROCESS:

Applicants who qualify for funding must document all expenditures and provide the FIC with proof of payment (receipts, paid invoices, etc.) for all eligible improvements within 30 days of completion. Once construction is complete, the FIC will visit the project to ensure that it complies with the approved plans. The applicant will then be provided with a one-time reimbursement for the approved amount. Reimbursement checks will be issued by the City of Greenville, Economic Development Department.

COMMERCIAL CORRIDORS FACADE IMPROVEMENT PROGRAM



APPLICATION

IN ORDER TO BE ELIGIBLE FOR FUNDING, THIS APPLICATION AND ALL ADDITIONAL DOCUMENTS MUST BE SUBMITTED AND APPROVED BY THE FIP COMMITTEE PRIOR TO COMMENCEMENT OF WORK.

RETURN COMPLETED APPLICATION TO:

City of Greenville
Economic Development
Attn: Tracy Ramseur
P.O. Box 2207
Greenville, SC 29602

Program Coordinator:
Tracy D. Ramseur, *Development Coordinator*
EMAIL: tramseur@greenvillesc.gov
PHONE: (864) 467.4404

APPLICANT INFORMATION:

Applicant(s) Name: _____

Applicant(s) Mailing Address: _____

Phone Number: _____ Email Address: _____

What is your legal interest in the property? Property Owner Tenant Other: _____

If applicant is not a legal property owner, please complete the following:

Property Owner(s) Name: _____

Property Owner(s) Mailing Address: _____

Phone Number: _____ Email Address: _____

If property owner is a business entity, please complete the following:

Form of ownership: Proprietor Partnership Corporation (State: _____)

Owner Name(s)	Title	% Ownership
_____	_____	_____
_____	_____	_____
_____	_____	_____

Primary Contact Name/Title: _____

Phone Number: _____ Email Address: _____

PROPERTY INFORMATION:

Property Address: _____

Tax Parcel ID Number(s): _____

Property Zoning Classification: _____

Description of Property: _____

OCCUPANCY INFORMATION:

Please provide the following information for ALL current business occupants:

Business Name	Owner/Manager Name	Phone Number
_____	_____	_____
_____	_____	_____
_____	_____	_____

PROJECT DESCRIPTION: *(Please provide as much detail as possible.)*

1. Proposed **facade** improvements: _____

2. Anticipated start date: ____/____/____ Anticipated completion date: ____/____/____

3. Anticipated total cost of **entire project** (including all improvements): \$_____

4. Anticipated total cost of **facade** improvements: \$_____

5. Additional comments: _____

ADDITIONAL REQUIREMENTS:

Please submit the following with completed application:

- I. PHOTOGRAPHS OF EXISTING FACADE
- II. PLANS AND/OR ELEVATIONS OF PROPOSED IMPROVEMENTS
- III. LIST AND/OR DESCRIPTION OF MATERIALS TO BE USED
- IV. DETAILED COST ESTIMATES/BIDS FOR PROPOSED IMPROVEMENTS
- V. IRS W-9 FORM: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
- VI. CITY OF GREENVILLE VENDOR FORM
- VII. If applicant is property owner: PROOF OF PROPERTY OWNERSHIP
OR if applicant is not property owner: PROPERTY OWNER CONSENT FORM

I/We certify that all information provided in, or attached to, this application is true and correct, and I/we authorize the City of Greenville and the Facade Improvement Committee to make any enquiries necessary in order to verify the accuracy of same; or to confirm that all invoices submitted hereunder have, or will, be paid. I/We agree to hold the City of Greenville harmless for any charges, damages, claims or liens arising out of our participation in the Facade Improvement Program.

WITNESS my hand and seal this the _____ day of _____, 2015.

WITNESSES

APPLICANT

 Name/Title

 Signature

WITNESSES

APPLICANT

 Name/Title

 Signature

THIS PART TO BE COMPLETED BY CITY OF GREENVILLE

1. Staff Contact: Tracy D. Ramseur, Economic Development Phone Number: (864) 467-4404

2. Completed application and all additional documents received on: ____/____/____

3. Application reviewed by Facade Improvement Committee on: ____/____/____

Decision: Approved Approved with changes Disapproved

Reviewed by: _____

Comments: _____

4. Improvements completed and reported to City staff, with all invoices, on: ____/____/____

5. Improvements and invoices reviewed by Facade Improvement Committee on: ____/____/____

Reviewed by: _____

Comments: _____

6. Reimbursement decision by Facade Improvement Committee rendered on: ____/____/____

Decision: Approved Approved with changes Disapproved

Approved reimbursement: \$ _____ Check issued on: ____/____/____

Comments: _____

COMMERCIAL CORRIDORS FACADE IMPROVEMENT PROGRAM



PROPERTY OWNER CONSENT FORM

The undersigned owner of the existing building located at:

_____ (ADDRESS) certifies that _____ (APPLICANT) operates or intends to operate a business at the above location. The undersigned agrees to permit APPLICANT and his contractors or agents to implement improvements listed on the City of Greenville, Facade Improvement Program application (APPLICATION) dated: _____.

The undersigned hereby waives any claim against the City of Greenville (CITY) arising out of the use of said program funds for the purposes set forth in the APPLICATION. The undersigned agrees to hold the CITY harmless for any charges, damages, claims or liens arising out of the APPLICANT's participation in the Facade Improvement Program.

WITNESS my hand and seal this the _____ day of _____, 2015.

WITNESSES

OWNER

Name/Title

Signature

WITNESSES

OWNER

Name/Title

Signature

