



**Historic Downtown Façade Improvement Program  
Application For Assistance**

Date:

Name(s) of Owner/Business Operator

Owner(s)/Business Operator(s) Address:

Owner(s)/Business Operator(s) Phone#:

Note: Business Operator(s) with at least two (2) years remaining on their lease or an option to renew their lease must have the property owner(s) of record sign the permission form below authorizing and approving such façade improvements.

Property Address:

Existing Use of Property:

Use of Property After Improvements:

Property Legal Description:

Contractor's Name:

Contractor's Email Address:

General Description of Improvements, include types of materials and colors (attach photo or architectural drawing):

Approved by (date):

Estimated Cost of Façade Improvement (total)

Design/Architect:

Construction:

Contingency (10%)

(Attach final bid documents when available)

Attach Planning Department Letter of Commitment noting project approval and funding availability and other necessary applications, forms, and building permits.

Estimated Start Date:

Estimated Completion Date:

I certify that I, the trustee and/or owner(s) of record of the property at

\_\_\_\_\_

Give the above signed applicant authority to implement the above described improvements as may be allowed under the Main Street Morgantown Historic Downtown Façade Improvement Program.

Property Owner's Name  
(Date)

Property Owner's Signature

\_\_\_\_\_

\_\_\_\_\_

## **Background**

### **The Program**

The Facade Program is a partnership between Main Street Morgantown and the City of Morgantown. Main Street Morgantown and City of Morgantown are the contributors to facade grant funding and Main Street Morgantown is administering the program.

The grant functions as a 50/50 deferred loan, and will cover one-half of project costs between \$2,000 and \$10,000.

For example, if an applicant is approved for the program and undertakes \$5,000 of improvements, the amount of assistance made available would be \$2,500. To receive the maximum assistance of \$10,000 the building owner would need to invest \$20,000 in improvements.

### **The Loan**

The interest free loan will be in effect for five (5) years. The principal loan amount due will be vested over the five (5) year period and forgiven per the facade program guidelines at the end of five (5) years.

Should the structure be sold during that five (5) period, then the prorated portion of the deferred loan will be paid back to Main Street Morgantown.

## **Qualifications for Facade Program Applicant**

In order to be considered for a facade grant partnership with Main Street Morgantown (MSM) and City of Morgantown, you must meet the following qualifications:

### **Applicant**

An applicant is any property/building owner, or business owner/tenant with written authorization from the property owner. Tenants must have a minimum of two (2) years remaining on their lease or have an option to renew.

### **Location**

All properties must reside in the Main Street Morgantown districts. This includes High Street and all side streets therein, as well as the Wharf District.

### **Program Approved Project**

Improvements must be on the façade of the building facing the primary street orientation, or if on a corner lot, the façade facing the two (2) streets of primary orientation. Examples of eligible improvements include, but are not limited to:

- Replacement or repairing of brickwork, plaster or wood siding, including painting, cleaning and repainting
- Replacing, repairing, or relocating storefronts, doors, windows, parapets or cornices, including the removal of extraneous elements or inappropriate or incompatible exterior finishes or materials
- Change of exterior lighting or additional lighting
- Repairs, addition or installation of awnings
- Installation or improvements of permanently installed signage as part of a renovation activity. In other words, permanent installed feature of the façade and may not be portable or removable.
- Murals may be considered
- Projects must be historically consistent

### **Project Amount**

The project cost must be a minimum of \$2,000.

### **Timeline**

The project must be completed, with invoices signed, dated, and paid along with proof of payment between July 1, 2018 and June 1, 2019. All paid invoices and proof of payment must be submitted to Main Street Morgantown in order to administer funding with the City of Morgantown before June 1, 2019.

### **Project Guidelines**

#### **City of Morgantown Design Guidelines and Building Code Ordinance**

All projects must be properly permitted and go through the City of Morgantown's planning process.

#### **Historic Consistency**

The project design must compliment and remain consistent with the surrounding area it lies within as determined by Main Street Morgantown's Facade Committee. Main Street Morgantown can facilitate professional design consulting if needed.

### **Application Process**

Ready to partner together and improve our downtown destination through facade updates? If you have met all of the qualifications (proper applicant, location, timeline, project approval, proper permitting, City of Morgantown design planning, and historic consistency), complete the following steps.

## **Application**

Fill out the attached application and deliver it to Barbara Watkins, MSM executive director, at 201 High St., Suite 2 Morgantown, WV 26505. The application is also available online at [www.downtownmorgantown.com](http://www.downtownmorgantown.com).

## **Selection Process**

Access to the program will be on a first-come, first-served basis. Applications will be evaluated by the Main Street Morgantown Facade Committee and will be based on the previously mentioned program criteria.

The committee will notify the applicant whether they approve or deny the application within 30 days of submission. If approved, the applicant will receive a letter of commitment from MSM for the specified amount along with project requirements information.

## **Reimbursement**

Once the project has been properly completed, and the applicant has submitted their reimbursement form, paid invoices, and proof of payment to Main Street Morgantown, Main Street Morgantown will process the loan document and provide the applicant with identified loan proceeds within 30 days.

## **MSM Promotion**

By agreeing to the terms of the program, the owner must allow MSM to promote an approved project including, but not limited to, displaying a sign during and after construction, and using photographs and descriptions of the project in future marketing materials.

## **Questions?**

If there the applicant should have any questions or seek points of clarification during the process, please contact Main Street Morgantown Executive Director Barbara Watkins at 304-292-0168 or [barb@downtownmorgantown.com](mailto:barb@downtownmorgantown.com).