



SALISBURY COMMUNITY APPEARANCE COMMISSION
MUNICIPAL SERVICE DISTRICT
INCENTIVE GRANT PROGRAM

Purpose:

Provide an economic incentive to:

- (1) Renovate storefronts in Downtown Salisbury's Municipal Service District (MSD).
- (2) Encourage good design projects which capitalize on the rehabilitation of existing properties and/or the introduction of sympathetic new design.
- (3) Preserve unique historic character.

Eligibility:

- (1) Owner or tenant of a building located within the MSD as defined on the attached map.
- (2) Owners and tenants may request incentive grants separately; however, any tenant must have the owner's written permission attached to the application.
- (3) The Community Appearance Commission's Municipal Service District Grant Committee may judge a property eligible for an additional grant if:
 - a) at least five years have elapsed since the last grant was awarded and the property is in need of further improvement (i.e. repaint, new awning); under extenuating circumstances an additional grant may be awarded prior to five years from the last grant, if deemed necessary by the Municipal Service District Grant Committee and approved by the Community Appearance Commission.

- b) the existing business/property undergoes significant expansion which requires improvement to the property (i.e. window replacement on upper stories, parking lot reconfiguration); or,
- c) a new business moves in and requires changes to the property (i.e. new sign, new awning).

Guidelines:

- (1) Projects will be awarded to those that meet the approval of the Municipal Service District Grant Committee.
- (2) The Secretary of the Interior's Standards for Rehabilitation will be used as guidelines in making improvements to the facade of the structure. (See attached list.)
- (3) Rehabilitation of structures in the MSD should be considered a contemporary solution which respects the architectural integrity of the entire building front, retaining those elements that enhance the building.
- (4) All rehabilitation design proposals will meet with the code requirements of the City of Salisbury. Any proposed project within a local historic district must receive a Certificate of Appropriateness from the Historic Preservation Commission *prior* to review by the Grant Committee.
- (5) Any exterior renovation proposal--from entire facade rehabilitation to the replacement of an inappropriate sign--is eligible for funding but top priority will be given to projects which will make a highly visible contribution to the commercial district.
- (6) Improvements may include, but are not limited to, facade improvements, sign improvements, landscaping, driveway consolidation, parking improvements, bicycle improvements, pedestrian enhancements, etc. Removal of inappropriate additions to buildings and non-compliant signs may qualify based on the effect that the action will have on the appearance of the Municipal Service District.
- (7) Any improvements that have been made through the Municipal Service District Incentive Grant Program and which become a part of the property may not be removed from the property unless they can be used (without significant alterations) on another property within the Municipal Service District (i.e. awnings).
- (8) All projects must be completed by the end of the fiscal year (May 30th.) Any request for an extension beyond the end of the fiscal year must be approved by

the MSD Grant Committee of the Community Appearance Commission. Requests must be submitted by May 15th and must be accompanied by 1) invoices

of completed work equal to or greater than twice the dollar amount of the grant, 2) a letter of intent and/or signed construction contract for work described in the original grant application, and 3) a statement from the lending institution financing project, if applicable.

- (9) A project receiving a grant from the Innes Street Grant Program may not receive an additional grant for the same phase of a project from the Municipal Service District Grant Program.

Criteria:

Grants are given up to a 50-50 matching basis as follows:

- (1) A maximum City participation of \$2,500 per facade and/or storefront measuring 50 lineal feet or less (facade may include front, side, and rear portions of the building).
- (2) Any building with a facade and/or storefront exceeding 50 lineal feet may request an additional \$25 per lineal foot as determined by the Municipal Service District Committee of the Community Appearance Commission and the Community Planning Services Department.
- (3) Any parking lot or improvement other than a building improvement shall receive a maximum City participation of up to 50 percent of the total project cost.
- (4) Any project receiving a grant exceeding a grant total of \$5,000 shall require Community Appearance Commission and City Council approval.
- (5) Any project exceeding \$5,000 is encouraged to seek three bids.
- (6) Projects of significant economic scale and of exceptional architectural merit may be eligible for special consideration of enhanced financial participation with the approval of the Community Appearance Commission and City Council.
- (7) Proposals for architectural improvements, signs, landscapes, and parking enhancements will be evaluated in terms of compliance with existing ordinances, innovation, context with the surrounding environment, scale, size, horticultural value, technical merit, and any other criteria that relates to the project and its impact on the visual and functional improvement of the Municipal Service District.

Municipal Service District Incentive Grant Program

Page 4

- (8) If the project consists of a new development that would automatically be required to comply with the landscape ordinance, then the project will not qualify for funding for landscaping improvements, unless they exceed the minimum requirements. Only elements that exceed the minimum requirements will be eligible for grant funding.

Source of Funds:

The Downtown Salisbury Municipal Service District Grants are made possible through an appropriation by the Salisbury City Council.

Process for Receiving Grant:

- (1) Conference with the Municipal Service District Grant Administrator who will give out application forms if project is within the program guidelines.
- (2) Owner/tenant completed application, including design plans or sketches and owner's permission if necessary, and returned to the Community Planning Services Department. Design and technical assistance may be provided by the Community Planning Services Department. (Architectural design drawing will be done on a 50-50 basis for consultant fees.)
- (3) A Notification Letter will be sent to applicant as to whether the project has been accepted as described in the application, accepted with conditions, or rejected.
- (4) An agreement must be signed prior to work commencing. Parties in the agreement will be the applicant and the Community Planning Services Department which is authorized to sign on behalf of the City.
- (5) Upon project completion, paid invoices must be sent to the Community Planning Services Department.
- (6) The Municipal Service District Grant Administrator inspects work completed and requests that a check be issued for 1/2 the actual project cost or the grant amount whichever is less, provided the work is accomplished in accordance with the agreement.

Contact: Community Planning Services
City of Salisbury
P. O. Box 479
Salisbury, NC 28145-0479
Telephone: (704) 638-5242
email: dmogh@salisburync.gov

Amended by City Council: July 20,1993
December 3,1996
May 5, 1998
April 17, 2001