



Façade Improvement Program 2012

I. PURPOSE

The Purcellville Façade Improvement Program was established to provide technical and financial assistance to property owners and commercial tenants in order to enhance the Town's commercial revitalization efforts by stimulating private investment that will preserve the structural integrity of historic structures and improve the aesthetic appearance of the Town's commercial areas.

Implementation of a Façade Improvement Program fulfills several objectives outlined in the *Purcellville 2025 Comprehensive Plan*.

Economic Development as Contributor to Quality of Life

4.1 "Encourage business improvements (pedestrian amenities, landscaping, signage, lighting, etc.) that are consistent with recommended design standards by preparing and distributing educational materials, advocating improvements through business organizations, and implementing financial incentives, such as grants, loans and tax abatements, where appropriate."

Preservation Partnership Development

4.1 "Implement the techniques and philosophies of the Virginia Main Street Program to improve both the aesthetic and economic potential of the historic business district."

Historic Downtown

5.3 "Investigate and provide incentives that will promote compatible new development and encourage appropriate rehabilitation of historic buildings in the downtown and on Main Street. Incentives that should be considered include architectural assistance, façade improvement grants, low-interest loans, an enterprise zone, tax service districts, and other similar methods."

II. ADMINISTRATION

The Town Manager or his designee will administer the Façade Improvement Program and enforce the contract made between the Town and the award recipient.

1. During the annual budget process, the Town Council will determine the amount of funds to be allocated to the Façade Improvement Program.
2. Applications for awards will be submitted to the Department of Community Development where they will be reviewed for code compliance and issuing all necessary permits for the contracted project.
3. The Town Board of Architectural Review will have approval authority for the design.
4. Once applications have been reviewed and approved by Community Development and the Board of Architectural Review, they will be submitted to the Economic Development Advisory Committee for final approval.

III. FUNDING

The Purcellville Façade Improvement Program utilizes grant funding to leverage private investment. The program will reimburse the applicant 80 percent of the approved costs of the completed project up to a maximum amount of \$2,500 per property per year. The program is funded annually and disbursed on a first-come-first-serve basis upon meeting all application requirements.

Architectural or design fees may be incorporated into the costs, but cannot exceed 50 percent of the total reimbursement. In addition to the percentage grant amount, the applicant may apply for all necessary Town permits and inspections without charge.

The 80 percent grant comes in the form of a reimbursement from the Town of Purcellville after proof of payment to all contractors has been provided to the Town, and the project has been deemed by the Town Manager or his designee to be complete and in accordance with the contract.

The applicant's share of the project cost may be in the form of cash, grants or loans received from banks or other agencies.

IV. ELIGIBILITY

1. Applicants must be property owners or commercial tenants of properties whose storefronts are visible from the street in a commercial zoning district. The legal owner of the property listed in the County Property Records must provide written permission for the work and must agree to the maintenance of the grant-assisted improvements to the property.

2. Preference will be given to storefronts of contributing structures in the historic district.
3. Storefronts that are oriented to the pedestrian will be given priority consideration.
4. Applicants may apply once per fiscal year (July 1 through June 30).
5. No application will be accepted from an applicant who has not completed a project that has already been contracted.
6. Approved projects must be completed within a year from approval date of the Board of Architectural Review. Extensions may be requested to the Town Manager or his designee in cases of hardship. The maximum extension for any one project is six months.
7. Priority will be given to projects involving restoration of significant architectural details in historically significant or contributing structures and removal of elements which disguise or obscure important architectural features.
8. Other projects that will be encouraged include:
 - Signage that is attractively integrated into the building.
 - Repointing of brick, façade cleaning, re-painting of non-masonry surfaces, roof replacement or re-siding with appropriate materials recommended in the Purcellville Design Guidelines and/or the U.S. Department of Interior Standards for Rehabilitation.
 - New storefront construction that is appropriate to the scale of the building as determined by the Board of Architectural Review.
9. Projects completed prior to written approval of the design contract will not be eligible for the funding.
10. Projects that include sandblasting or applying paint or coating to brick that has been historically unpainted or uncoated are not eligible.
11. Construction of new buildings is not eligible.

V. RESPONSIBILITIES OF APPLICANT

1. All non-conforming signs and structures must be removed prior to approval of the funding contract, unless permission is obtained during the approval process.
2. The applicant and all property owners will be required to complete a Façade Grant Program funding contract prior to commencement of any eligible work on the project.

3. The contract will designate one person as the point of contact for the applicant.
4. Proof of payment of all local taxes must be provided.
5. Applicants must comply with all regulations regarding zoning, building code, licensing and permitting.
6. The applicant is responsible for obtaining bids, selecting a licensed contractor and executing agreements with the contractors.
7. Improvements must be compatible with the Purcellville Design Guidelines and any applicable Streetscape Improvements Plans and must enhance the character of the building or sign.
8. Projects affecting contributing structures in the historic district must comply with the Secretary of the Interior's Standards for Rehabilitation.
9. A copy of the approved architectural plans and Certificate of Design Approval must be available for inspection on site during the project.
10. The property owner assumes the responsibility of continued maintenance of any building improvements. If the applicant is a tenant, maintenance of signs is regulated by the leasing agreement.

VI. SUBMISSION REQUIREMENTS

1. Certificate of Design Approval application including all supporting information listed on the application.
2. Statement from the Purcellville Finance Department stating that all local taxes have been paid.
3. Tenant applicants must show proof of valid Town business license.
4. If the applicant is a tenant, the owner of the property must submit a Property Owner Consent Form.
5. Written estimate of total project costs prepared by an individual or entity with experience in the construction trades.

VII. GRANT DISBURSEMENT

The grant is awarded on a reimbursement basis. Disbursement of funds shall be made only after the entire project is deemed complete by the Town Manager and certified by a

member of the Town of Purcellville Department of Community Development staff to be in compliance with the approved design.

Upon completion of the project and a final inspection and approval by the Town of Purcellville, the applicant must submit copies of invoices, receipts and an itemized statement of the total cost of the project signed by the applicant and notarized. The Town of Purcellville will then make payment to the applicant.



**Façade Grant Program
Funding Contract**

A grant in the amount of \$_____ has been awarded by the Town of Purcellville to _____, (owner / tenant) of the property located at _____.

The grant amount is equivalent to _____ percent of the approved costs associated with the improvements described in the Certificate of Design Approval CDA____-____ (attached). Payment will be made to the applicant upon completion of the project as described in the terms of the Purcellville Façade Improvement Program.

The undersigned agrees to abide by the guidelines and procedures of the Purcellville Façade Improvement Program and the conceptual design and outline specifications agreed to as outlined on the approved Certificate of Design Approval.

Applicant: _____ Date _____

Printed Name: _____

Mailing Address: _____

Phone: _____ Fax: _____ E-mail: _____

I certify that I am (we are) the owner(s) of record and that there are no code enforcement actions pending against this property or any other properties I (we) own in the Town of Purcellville. I (we) also authorize, as a condition of this contract, the Town and its authorized agents to enter the property and make investigations and tests as they deem necessary relating to this contract.

In the event of a violation of any portion of the contract, the Town of Purcellville shall have available all legal and equitable remedies to enforce the owner's obligations.

Property owner: _____ Date _____
Printed Name:

Property Owner: _____ Date: _____
Printed Name:

Address: _____

Sworn to and subscribed before me _____(Notary)

This _____ day of _____, 20____.



CERTIFICATE OF DESIGN APPROVAL

130 E. Main St, Purcellville, VA 20132
Phone: 540-338-2304 Fax: 540-338-7460

CDA # _____

Street Address of Property: _____ Parcel #: _____

Owner Name: _____

Business Name: _____

Authorized Agent (if applicable): _____

Mailing Address: _____

Daytime Telephone Number (s): _____

Project Description

- Project Description options: New construction, Addition, Alteration, Accessory Structure, Demolition, Sign, Minor Actions: Repainting, Minor Landscaping Structure, CDA Amendment

SIGNS ONLY:

- Signs ONLY options: Master Sign Plan, Individual Sign (Freestanding, Projecting, Wall, Window, Awning, Canopy), Sign Area, Material, Location of Sign

For additional signs, attach above information for each sign on separate sheet.

Contractor: _____

Address: _____ Phone: _____

Summary of Work (Attach additional sheet, if necessary)

Blank lines for Summary of Work

Acknowledgement of Responsibility

I understand that all CDA applications must be complete and must be submitted ten (10) days before the BAR meeting date and that I or an authorized representative must be present at the meeting; otherwise consideration will be deferred to the following meeting. I agree to comply with the conditions of this certificate and all other applicable town regulations and to pursue this project in strict conformance with the plans approved by the BAR. I understand that no changes are permitted without prior approval of the Town, and that failure to follow approved plans is a violation of the Purcellville Town Code and Zoning Ordinance.

Signature of Owner or Authorized Agent: _____

Printed name: _____

CDA APPLICATION FORM (page 2 of 2)

ALL APPLICATIONS: Required Supporting Information to Include:

Include twelve (12) copies of the following information. Use the checklist below to ensure the application is complete. (Use N/A if item is not applicable to your project)

- ___ Written Description. Describe clearly and in detail the nature of the project, including exact dimensions for materials to be used (e.g., width of siding, windows and window trim, etc.)
- ___ Architectural Drawings – minimum scale of 1/4" = 1':
 - ___ Dimensioned outline of the building
 - ___ Dimensioned elevations of new construction and adjacent existing elevations
 - ___ Site Plan(s) with scale 1/8" = 1' (for new construction and additions)
 - ___ Site Section(s) with scale 1/8" = 1' (when requested by BAR)
- ___ Photographs – A minimum of three views of the area(s) under review
- ___ Specifications of Exterior Materials – To include, but not limited to: Roofing, siding, windows & doors, trim work, color scheme, chimneys, shutters, utilities and mechanical equipment locations and specifications, exterior lighting, fencing, walls, and paving. (Include manufacturer's specification sheets)
- ___ Signs – Detailed scaled drawing showing style and size of letters, color, sample and type of material, and proposed location on the building elevation, with a photograph of elevation under review (if existing building).
- ___ Demolition – See Demolition section of *Purcellville Design Guidelines* for requirements.

NOTE: All materials submitted will become the property of the Town of Purcellville.

OFFICE USE ONLY – FOR CDA

Date of Application: _____ Fee Paid: _____ CDA#: _____

BAR Action: Approval Conditional Approval Denied Date: _____

BAR Comments/Conditions: _____

If Appeal, Town Council Action: Approval Denied Date: _____

Town Council Conditions: _____

Application Approved: _____ Date: _____
Zoning Administrator

THIS CERTIFICATE EXPIRES ONE YEAR FROM THE APPROVAL DATE IF THE AUTHORIZED ACTIVITY HAS NOT BEEN COMMENCED AND DILIGENTLY PURSUED. NO DEVIATIONS FROM THE APPROVED PLANS ARE PERMITTED WITHOUT PRIOR APPROVAL OF THE BAR.

FOR MINOR PROJECTS ONLY

Minor Project Exemption Approved: _____ Date: _____
Zoning Administrator

THIS EXEMPTION EXPIRES ONE YEAR FROM THE APPROVAL DATE IF THE AUTHORIZED ACTIVITY HAS NOT BEEN COMMENCED AND DILIGENTLY PURSUED. ISSUANCE OF A MINOR PROJECT EXCLUSION SHALL NOT RELIEVE THE APPLICANT, CONTRACTOR, TENANT OR PROPERTY OWNER FROM OBTAINING ANY OTHER REQUIRED PERMIT



Property Owner Consent Form

I, _____ (“Property Owner”), certify that I am the owner of record of the property located at _____ (“Property”) in Purcellville, Virginia and that I have reviewed the application by _____ (“Applicant”) for participation in the Town of Purcellville Façade Improvement Program. I understand that the proposal includes the following changes and/or enhancements to my building:

I fully support this application and further certify that the Applicant holds a valid lease for _____ years, expiring on _____.

Date

Signature of Property Owner

Printed Name of Property Owner

Mailing Address of Property Owner

Telephone Number of Property Owner

Email Address of Property Owner