

**City of Woodruff
Façade Improvement Program**

Program Overview

The City of Woodruff developed a Façade Improvement Program to encourage revitalization in the Main Street Woodruff District. This program provides design services and grant funds to finance high-quality exterior improvements to a property owner's or tenant's building. The program is managed by the City of Woodruff Community/Economic Development Director, under the direction of the City Manager and guidance of the City of Woodruff Design Committee.

Program Purpose

This purpose of the program is to provide an opportunity for property owners and businesses to upgrade the exterior of their buildings to help retain and attract businesses, strengthen the downtown area, increase utilization of existing businesses, restore economic vitality and enhance property values. The Main Street Woodruff District is the downtown commercial core of the City of Woodruff, five blocks in size and the prime area for infiltration of new businesses due to available property, a large number of existing businesses, and high amounts of traffic along Hwy 101. This area is a major focus for beautification because of its importance to the city's image and ability to attract new residents and investment. See the attached Main Street Woodruff District Map for an outline of the properties.

Available Funding

The Program is a reimbursement program; payment will be issued to property/business owners upon completion of the project. The applicant is responsible for contracting out all design and construction related to improvements to the exterior façades of an existing qualifying building.

The program is administrated on a first come first served basis, to the limit of available funding and in accordance with the City of Woodruff appropriated funds for the fiscal year. If the total value of funding requested, for all new applications in any given year, exceeds the total amount of funding available, all applications will be prioritized by the City of Woodruff Design Committee in coordination with city staff.

Eligibility

Applicants eligible to apply for the grant funding include property owners or business tenants that are willing to improve the exterior facades of existing buildings that may be viewed from public spaces within the City of Woodruff's designated Main Street Woodruff District. Only those buildings with commercial use(s) at ground floor are eligible for grants. The City of Woodruff and Design Committee may make exceptions to these guidelines on a case by case basis, based on the project's influence on downtown development. Projects involving a previously funded building may be considered after completion of any previous projects. Owners may receive assistance for more than one building provided that funding is available. A maximum of one grant application per façade will be accepted.

The City reserves the right to deny applications from businesses of non-conforming uses and from property and/or business owners who are delinquent on payment of taxes, fines or fees.

Eligible Expenses

Eligible expenses are exterior improvements, new or upgrades, on building facades that are intended to improve the aesthetic appearance. These may include:

- Exterior signage
- Landscaping
- Painting
- Awnings
- Surface treatments
- Outdoor lighting
- Redesign, reconstruction and other enhancements to the store front
- Reconstruction or enhancements to rear of buildings*

Projects involving structural improvements such as installing an overhang or reconstructing a wall require a permit from Spartanburg County Building Codes. You must first request a zoning compliance letter from the City of Woodruff for projects of this nature.

Ineligible Expenses

Funds may not be used for improvements that are not permanent or mounted or affixed to the building or the sidewalk. Ineligible uses include but are not limited to:

- Vinyl letter signage (windows)
- Portable signs, such as sandwich board or A-frame signs; signs not mounted or attached to storefronts
- Flags or banners
- Benches and trash receptacles
- Tables, chairs, or umbrellas
- Moveable structures and equipment
- Expenditures for ordinary repair and maintenance (i.e. cracked windows)
- Improvements that are enforced due to code violations
- Interior improvements

Additionally, the Façade Improvement Grant Program will not be applied retroactively to projects construction started prior to written approval of an application. The Façade Grant Program may be applied retroactively to cover professional fees, if the work is part of the approved project.

Sign Improvement Grants

Grants are available for specific improvements to provide for signage as either affixed, projected or on awnings on eligible façades. The maximum allowable grant amount is up to \$5,000 per project site, with the property owner/business owner required to pay a match of 25% of the total grant funds for the project.

**Front façade enhancement projects are given priority but improvements to the rear of downtown buildings are also eligible to be approved on a case by case basis.*

Façade Improvement Grants

Grants are available for upgrading the general appearance of eligible façades. The maximum allowable award is \$10,000 per project site (depending on the impact of the improvement on downtown economic development) with the property owner/business owner required to pay a match of at least 50% of the total project cost. For example, if the total project cost is \$10,000, the applicant must provide \$5,000 toward the project.

Design Guidelines

Façade Improvements must enhance the aesthetics of Woodruff's downtown environment and celebrate the historic character of the individual buildings.

Materials and Colors

The use of natural façade materials is recommended. Vinyl and aluminum sheeting materials are discouraged. Exposure of underlying brick and other heavy masonry is recommended.

Awnings

Awnings are encouraged to promote a more comfortable experience for pedestrians and add to the appearance of downtown.

Signage and Lighting

Aesthetically-pleasing on-structure signage is recommended. These include wall-mounted signs, projecting signs and small signs on windows and doors. Projected signs and flat signs on the buildings above awnings are particularly encouraged. Flashing signage or other signage that could be obstructive to drivers is discouraged. Signs must fit the character of the building. Lighting should provide a sense of comfort and accent the architecture of the building and the graphics of the signage.

Application Process

Property or business owners interested in applying for design services and/or improvement grants should contact the City of Woodruff Community/Economic Development Director at (864) 576-8154 ext. 47 or aleslie@cityofwoodruff.com to set up an appointment to discuss the potential project prior to submitting an application. Applications must be submitted between July 1 and October 1 of each year. Applicants will be notified of application status **no**



later than December 1 of the year in which they applied. You may apply for a grant outside of this timeline if funding is available.

Application Package

An application package for Façade Improvement Grants should include:

- A completed Façade Improvement Grant Application (Copies are available at City Hall and on the city’s website at www.cityofwoodruff.com).
- Verification of property ownership (Title or Deed of Trust) or, if a leasing business, a copy of the lease and consent letter from the property owner approving the proposed changes.
- Proposed scope of project. This may include a description of improvements and/or sketches/photos of new sign, awning, paint colors and or façade improvements. Architectural plans, elevations and/or perspective drawings and sketches or proposed improvements.
- Color photos of the existing facades.
- Project completion timeline.
- Quotes from 3 licensed contractors for all major projects.

Staff will review the application package to confirm that it is complete and then present to the City of Woodruff Design Committee for review and recommendation. Applicants will be notified of approval, denial or need for additional information within 2 months of the October 1 application deadline.

Any changes made from the original proposal must be submitted and approved through the same process. Any unapproved changes will disqualify the applicant from the program. Unless otherwise approved by the city, the project must be completed within 4 months of the approval date in order to receive funding.

Distribution of Funds

Grant funds will be distributed upon completion of the approved façade improvement project and the following:

- Successful issuance and close out of all relevant permits including construction and sign permits from Spartanburg County or an encroachment permit from SCDOT. Request a zoning compliance letter from the City of Woodruff to begin the permitting process.
- Photographs, invoices and receipts are submitted to City Hall and certified as in compliance with the original application.
- Recording of a façade easement.
- Grant recipients agree to place a City of Woodruff Façade Improvement Grant Recipient sign at the construction site throughout the project and for a minimum of 180 days upon completion of the project.

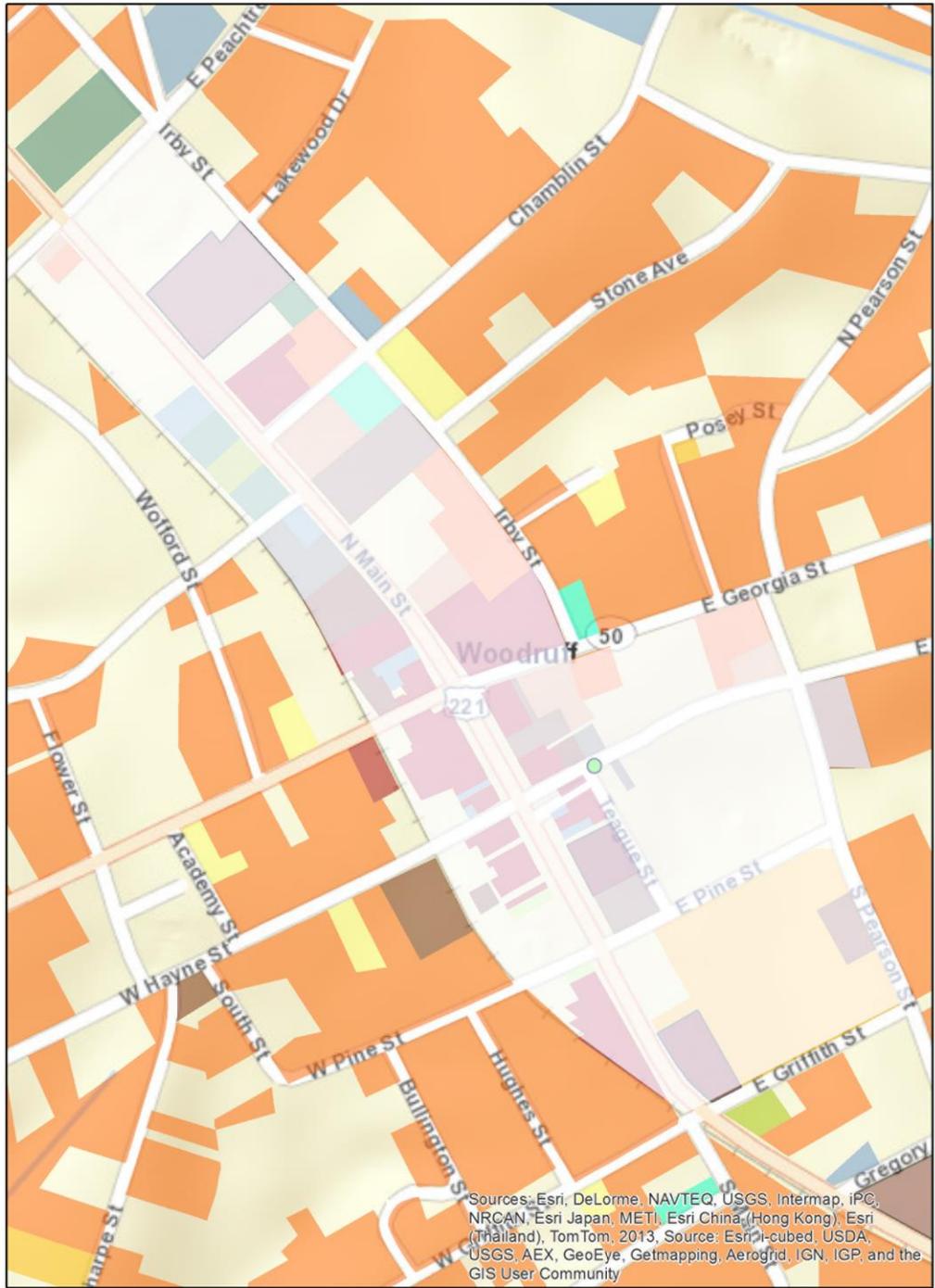
More Information

Contact Community/Economic Development Director Alyson Leslie at City Hall.

aleslie@cityofwoodruff.com • (864) 476-8154 ext. 47 Office • (864) 415-7741 Cell

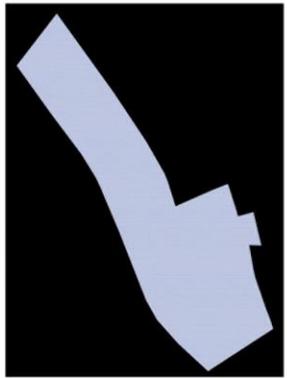
Main Street Woodruff District

Façade projects outside of this district will be considered based on their visibility and impact.



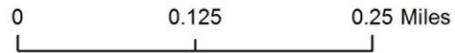
- Legend**
- SpartanburgParcels**
- Building Type**
- Apartments
 - Bank
 - Convenience Store
 - Dry Cleaning
 - Duplex
 - DWG-Conv
 - Funeral Home
 - Garage
 - General Office
 - General Whse
 - Laundromat
 - BI-LO Shopping Center
 - Medium Office
 - Mobile Home
 - Fast Food
 - Retail
 - Shopping Center
 - Single Family

Main Street District



Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, IPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013, Source: Esri, cubed, USDA, USGS, AEX, GeoEye, Getmapping, Aerogrid, IGN, IGP, and the GIS User Community

Woodruff, South Carolina
Main Street District



The district extends from Peachtree Street to Griffith Street and from the railroad tracks to Irby Street and Pearson Street to include the library, City Hall, McKinney Park and the BI-LO Shopping Center.