



## **DOWNTOWN FAÇADE IMPROVEMENT PROGRAM (Revised September 2011)**

### **Introduction**

The City of Downtown Longview Façade Improvement Program is a grant and loan reimbursement program established to stimulate exterior building improvements in the City Downtown Commerce (DC) District. The program is part of an effort by the City of Longview's downtown revitalization program, mirrored after the nationwide Main Street Program. The Main Street program is based on the preservation of historically significant structures and is designed to bring economic revitalization to downtown areas. To this end, the Façade Improvement Program has been established to encourage property owners in their restoration and preservation efforts by providing financial incentives.

### **PURPOSE**

The purpose of the program is to provide reimbursement to participating property owners using grant and loan resources sufficient to produce visible changes to commercial building facades and to restore buildings as close to the original design as is reasonably possible. The Downtown Façade Improvement Program is specifically designed for the preservation and/or restoration of building facades in the downtown commercial zone. The program utilizes public funds to entice private investment by property and business owners interested in rehabilitating and restoring downtown commercial structures, stressing their historic significance. The goals of this program are: 1) to encourage historic preservation through restoration of downtown structures, 2) to abate any continued deterioration of downtown commercial structures, 3) and to augment the natural assets of downtown by restoring the uniqueness, character and integrity of downtown structures to the period of their construction.

### **FUNDING**

If approved, and depending on the size of the project and the proprietor's contribution, the City will participate through a 50% grants up to a maximum project cost of \$20,000. The City will provide a grant up to \$10,000 with a minimum proprietor contribution of 50% of the project cost. The City will not provide grants or loans to any applicant having an outstanding debt to the City, or is delinquent in property taxes owed to Cowlitz County.

## **ELIGIBILITY**

1. To qualify for assistance an applicant must comply with the City of Downtown Longview Façade Improvement Program guidelines. Projects must be approved by the *Design Committee* prior to work starting.

All property owners of existing commercial buildings located within the Downtown Commercial Zone (DC Zone) boundaries are eligible for this program. (The boundaries, *shown on the attached map*, of the DC Zone are from Vandercook Way on the north, 12<sup>th</sup> Ave on the east, Florida St on the south, and the 14<sup>th</sup> Ave on the west.)

### **Eligible Activities: (Items included but not limited to)**

1. Repair or restoration to building exterior facades.
2. Masonry repair.
3. Cleaning of building exterior.
4. Exterior painting.
5. Repairing or replacing cornices, entrances, doors, windows, decorative detail, awnings.
6. Signage up to maximum sign cost of \$2,000
7. Other repairs that may improve the aesthetic quality of the building.
8. Architect fee's up to \$1,000

### **Ineligible Activities: (Items included but not limited to)**

1. Interior improvements.
2. Roofing.
3. Inappropriate cleaning methods, repairs, replacements, or alterations.
4. Relocation and/or replacement of window air conditioners with HVAC roof top units

### **Program Implementation:**

- Applications and guidelines for the program are available at the City of Longview Community Development office.
- The applicant can apply for up to 50% of the amount of the project cost, and must fund a minimum of 50% of the project cost. Maximum City grant participation is \$10,000, regardless of project cost. Maximum project cost is \$20,000.
- All projects will be assessed a 5% administrative fee. The administrative fee is due upon approval of the application and loan/grant agreement. Applicants who are non-members of the Longview Downtowners' Association are encouraged to join the LDA.
- Completed façade improvement program application packets will be submitted to the City of Longview Community Development Office. Application packets must include completed application, drawings and plans of the building which illustrate all proposed work, including any structural repair, awnings (plus sample of the material), cost estimates, construction schedules and paint colors.
- The City of Longview Design Committee will consider all applications which comply with the design guidelines.
- Applicants requesting funds must sign an agreement with the City of Longview. The applicants will be required to abide by the design guidelines and rules established herein.
- Grant funds will be distributed to the applicant upon completion of the approved phases

and inspections conducted by the City of Longview Design Committee. The applicant will be required to submit copies of all receipts and certified payrolls along with a completed reimbursement form to receive payment.

- Applications must be completed and approved prior to any construction activity.
- During the course of construction, the Design Committee and/or the City of Longview Program Manager will monitor the progress of the project.
- Changes in originally approved work specifications must be approved by the City of Longview Design Committee prior to any changes being made to the building facade.
- Approved changes in the work specifications will be attached to the original applications dated and signed by the City of Longview Design Committee.
- Deviations from an approved plan may disqualify the applicant from this grant program.
- A minimum of two (2) bids or estimates is required for the proposed work.
- Work must be done by a state licensed contractor who also has a license to do business within the city limits of Longview. The exception to this is if the work is being done by the property owner. However, work by the owner must also pass all federal, state, and local laws, codes and inspections. Labor performed by the owner is not eligible for the equity portion of the project cost.
- "Owner covenants and agrees to maintain the improvements paid for with City funds for a period of time consistent with the useful life of said improvements. Maintenance shall be defined as preserving the original improvement in a good and workmanlike manner for a minimum of 10 years or its useful life. Failure to do so may result in the owner being required to reimburse the City for the cost of the improvement."

### **LIMITATIONS**

- Funds are intended for exterior rehabilitation only.
- Eligibility is based on property. A property owner with multiple properties may apply for funds to improve each property.
- A single building with more than one storefront or facade shall be considered for only one design and for the building as a whole, not for each storefront. A store with a front and a back door counts as just one storefront.
- Applications will be reviewed on a "first come, first served" basis for eligibility, based on acceptance of the project, and only if the applicant agrees to complete the project in a timely manner.
- The *Design Committee's* approval of a participant's application qualifies a project for reimbursement. However, reimbursement will be based on completion and acceptance of the project and submittal of paid receipts. The applicant has 60 days from the date of acceptance to commence work on the project. If the work has not commenced by that time, the applicant must notify the Community Development Department in writing of the delay and the intent to either: 1) withdraw from participation in the program without re-imbursement for any out-of-pocket expenses; or 2) initiate work by a proposed date, with a project completion date no later than 120 days from the original date of approval. The *Design Committee* and/or the Community Development Director

may, due to extenuating circumstances, waive the requirement for the sixty day starting date. The *Design Committee* and/or the Community Development Director shall decide what determines “extenuating circumstances.”

- If the project will not be completed within four months (120 days) of approval, the *Design Committee* must be notified in writing with an explanation of the delay and a revised completion date. The project must be completed within six months (180 days) or the funds may be released for other applications.
- This grant offering cannot be construed as a blanket offer of funds for any participating project in downtown Longview.
- A project started before the design is approved will not be approved.

The *Design Committee* will be appointed by the City Manager. The *Design Committee* consists of:

1. A representative from the City Historical Preservation Commission
2. A representative from the City Downtown Advisory Committee
3. Local Architect
4. Community Development Director and/or designee
5. City Community Assessment Action Team Beautification Committee representative
6. Downtown property owner representative

**City of Longview**  
**Façade Improvement Program Purpose**

The purpose of the Façade Improvement Program design review is to provide design guidance and recommendations for development projects within the DC Zone in an effort to maintain and enhance the historic character of Downtown Longview. All downtown redevelopment projects are encouraged to participate in the assistance. The program is a unique partnership aimed at improving the physical appearance of the DC Zone. The City of Longview will offer grants and/or loans to property owners for improvement to their buildings facade. In addition the specific purposes of the design review are:

1. To implement the design criteria contained herein.
2. To foster civic pride and a sense of identity based on Longview's history through improved appearance of its historical buildings.
3. To protect the existing historical buildings from deterioration.
4. To maintain and enhance existing structures which have historically significant facades and features.
5. To maintain and enhance the aesthetic and economic values of our buildings.
6. To assist, encourage and provide resources for building owners for restoration and rehabilitation of historic buildings.
7. To foster new development that is aesthetically compatible with existing buildings.
8. To encourage originality and creativity in the design and remodeling of downtown buildings.

The Design Review Committee criteria will apply to all proposals to construct, change, alter, modify or remodel properties in the designated DC Zone that seek financial assistance.

## **Criteria:**

To ensure consistency in the design review process the Design Committee has established the following criteria to evaluate proposals under consideration for the Façade Improvement Program. The criteria contained in this document may also be used along with the City of Longview building codes, and the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings. All proposals submitted to the Design Committee for consideration must also conform to the City of Longview's zoning and code requirements. The following criteria shall be used in the evaluation process:

1. The design is visually interesting and compatible with its surroundings.
2. If the project is unusually large, or if it is located so as to become part of an introduction/ transition to the downtown area, the design acknowledges this impact by addressing these design criteria in an exemplary manner.
3. The design gives attention the placement of storage or mechanical equipment so as to screen it from view.
4. The design avoids either monotonous similarity or excessive dissimilarity with existing structures.
5. The design, proposed materials and colors preserve and are compatible with the distinguishing original qualities or character of the building and Downtown Longview.
6. Deteriorated architectural features are being repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material reproduces the material being replaced in composition, design, and color as closely as possible.
7. Architecturally appropriate awning and sign style and design is encouraged.
8. The external lighting fixtures are compatible with existing architecture.

## DESIGN GUIDELINES

### 1. BASIC PRINCIPLES

- A. The purpose of design guidelines for the DC Zone is to protect and enhance the unique, irreplaceable architectural, visual and historic character of this area.
- B. The Longview City Council, the Longview Historic Preservation Commission, Longview Community Assessment Action Team, and Longview Downtowners' Association have each stated their purpose and intent to preserve the character of the DC Zone in the best interest of the entire community. These guidelines carry out their intent by defining the most important elements of that character and by stating the best means of preserving and enhancing them.
- C. The basic principle, in respect to existing buildings, is to preserve and enhance their original design, material and architectural detail, specifically the exterior.
- D. The basic principle, in respect to new or infill construction, is to preserve the unity of scale, material, set-back, roof-line and proportion of window/door space to wall space as shown in the original buildings.

### 2. APPLICATION OF THE GUIDELINES

- A. The guidelines apply within the DC Zone of Longview, WA.
- B. The guidelines apply to commercial, commercial/residential mixed-use, and to multiple residential buildings.
- C. The guidelines apply to rehabilitation, remodeling, addition or demolition, changes of exterior appearance, and new or infill construction when the land, the building or the work receives financial assistance through the City of Longview Façade Improvement Program.
- D. These guidelines are not hard and fast regulations. They are flexible criteria. They assure property owners that design review will be based on clear, public and uniform standards. Consideration will be given to the amount and quality of original material and design remaining in the building. Consideration will also be given to clear cases of economic hardship or to deprivation of reasonable use of the owner's property.

**3. THE GUIDELINES**-the following standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

#### **A. For Preservation and rehabilitation of Structures and Material**

- 1) The original features of a building should not be destroyed.
- 2) The removal, alteration or covering-up of original material or design shall be avoided.
  - i) The original material and design can be determined by physical inspection, old photographs, consultation with prior owners and building records. In some cases alterations have been made with materials or designs which become irreplaceable or representative of a unique architectural style or period. Such alterations shall be respected.
  - ii) Alterations which have totally removed the original material, but not done with irreplaceable materials or representative of a unique style, may be removed, replaced or covered.

- 3) Deteriorated features should be repaired rather than replaced wherever possible. Repairs should maintain the design, texture, material and other appearances of the original.
- 4) Alterations which conceal the original design and materials, or which are not appropriate for the age of the building, should be removed.
- 5) Missing material or features should be replaced if possible. Replacement should be based on evidence from historic, physical or pictorial sources. Only if evidence for the specific building is not available, may replacement be based on similar buildings of the same age. The replacement material or feature should duplicate the design, material, texture and appearance of the original to the extent possible.
- 6) Clean original materials as gently as possible. Chemical stripping rather than sandblasting shall be the preferred method of paint removal from masonry. Unpainted masonry should be cleaned with low pressure water and soft bristle brushes. Heat guns or a paint stripper should be used on painted wood.
- 7) Mortar should be re-pointed only when there is evidence of water standing in joints or a significant amount of mortar is missing. Replacement mortar should match the color, texture, coefficients of expansion and contraction, and ingredient ratio of the original mortar. Original joint size, method of application and profile shall be duplicated.
- 8) The original or early color and texture of masonry surfaces should be retained.
  - i) Unpainted masonry should not be painted. It can be sealed, but with a water proofing which breathes.
  - ii) Masonry surfaces may have been painted for maintenance or appearance, Paint should not be removed if the building was originally painted, or if the removal will damage the surface. Most paint traps moisture inside soft bricks. Special masonry paints should be used.
  - iii) Cement based paint or tinted slurry may be used to protect deteriorated masonry.
  - iv) The roofing, parapet, cornice, coping, scuppers and gutters should always be inspected, cleaned and repaired before painting or other masonry work.
- 9) Original window and door openings should be retained.
  - i) New window and door penetrations should not be made in original materials, particularly on the major or visible sides of the building.
  - ii) Original windows and door openings should not be expanded, reduced or in filled.
  - iii) Original windows and doors should be retained if possible. If the original is gone, or must be replaced, the replacement should closely match original pane size, mullions, sash and frames. Replacement should completely fill the original opening.

## **B. FOR DESIGN OF RESTORATION OR REMODELING**

- 1) In general, it is recommended that buildings will be restored to their original or early appearance.
  - i) All buildings should be recognized as products of their own time. Remodeling should not borrow designs, materials or colors from other eras.
  - ii) When complete restoration to original appearance is not possible, or extensive replacement is not necessary, remodeling for compatibility with the character of

downtown should be considered.

- 2) In general, it is expected that restoration or remodeling will contribute to the visual unity of the building, neighboring building and the neighborhood.
  - i) Restoration or remodeling can include the entire front, sides and back.
  - ii) Contemporary design for replacements, additions, or remodeling should not be discouraged when such designs do not destroy or cover original material or architectural features and are compatible with the building and its neighbors in the respect to size, scale, color, and material or character.
- 3) The traditional elements of a commercial building should be retained, restored or replaced.
  - i) The decorative cornice should be repaired and maintained, or replaced if necessary.
  - ii) Window sills and hoods should be repaired and maintained.
  - iii) Decorative patterns of masonry should be repaired and maintained.
  - iv) Windows should fill the entire opening.
  - v) The lintel should be uncovered.
  - vi) Transom panes should be uncovered.
  - vii) Storefronts should have the largest possible window area in keeping with the original opening.
  - viii) The bulkhead should be no more than about two feet high. Original bulkheads were wood panel, not brick. They may be replaced with wood or painted metal to simulate wood panels.
  - ix) The entrance should reflect what the original design was when possible.
  - x) The entire storefront should be set back about 6 inches from the front of the building.
  - xi) The door should be commercial in style and typical for the period.
- 4) Historic paint colors appropriate to the age of the building should be used.
- 5) Canvas or treated cloth awnings are recommended where they are compatible with the age of the building and the character of downtown.
  - i) Aluminum or plastic material and flat, horizontal canopies are not consistent with the appearance of older buildings.
  - ii) Colors should complement the colors of the building.
  - iii) Awnings should not cover distinctive architectural details. However, awning may be used to cover alterations which are not original to the building.
  - iv) Awnings may be fixed or retractable. They should be appropriate to the shape of the window or storefront.
- 6) Grills, air conditioners and exhaust fans should not be mounted on the front of the building if it can be avoided.
  - i) They should be incorporated in filler panels and painted the same color as the panel.
  - ii) They should not extend over the sidewalk or entrance to the building.
- 7) Signs that are non historic and are rehabilitated or replaced shall be brought into conformance with Longview Municipal Code Chapters 16.13 and 19.52
  - i) Rehabilitation of signs that are historic in nature and listed on the local or national register of historic places should be maintained in a condition that reflects the historic value of

the downtown.

ii) Rehabilitated historic signs listed on the local register shall be subject to receiving a Certificate of Appropriateness from the Historic Preservation Commission prior to rehabilitation and receipt of program funds.

### **C. FOR NEW AND INFILL CONSTRUCTION**

- 1) New construction means totally new structures, moved-in structures and new additions to existing structures undergoing restoration and rehabilitation.
- 2) Generally, any new construction should be consistent with the character of the immediate surrounding area.
  - i) The important elements of the character of the area are defined by the following guidelines.
  - ii) The reproduction of historic design is recommended only for infill on a small scale or for additions to the original buildings.
  - iii) Contemporary design for new construction is not discouraged. These guidelines focus on general rather than specific design elements in order to encourage new design compatible with the character of the area.
- 3) The height and width of the façade should reflect the average proportions of the surrounding building in the specific area.
- 4) The new façade should be flush with the sidewalk, or if adjacent buildings are not, then flush to its neighbors.
- 5) Where located in the area containing older, historic buildings, the exterior material should be brick or stone masonry, similar in color or texture to these older buildings.
- 6) Infill buildings should reflect some of the detailing of neighboring buildings in window shapes, cornice lines and brick work.
- 7) Where possible and reflective of the surrounding historic flavor, infill buildings should retain a similar proportional amount of solid wall to window and door openings on the façade.



## FAÇADE IMPROVEMENT PROGRAM CHECKLIST

Your application packet is important to us. Please make sure that you submit a **complete** packet so the committee can make their recommendations in a timely manner. Completed Façade Improvement program application packets will be submitted to the [Community Development Department](#) for review. We look forward to working with you on your project.

Applicant Name \_\_\_\_\_

- Application Packet
- Complete Project budget — cost estimates
- Construction schedule
- Proposed work including any structural repair
- Building drawings or plans or renderings illustrating proposed finished project
- Awning samples (if applicable)
- Sign drawing/example
- Paint samples (if applicable)
- Original date of Construction of your building
- Historical Significance, if known, and existing old photos
- Historic Use or Architect or Builder, if known
- Pictures of Building as it exists today

Please be sure to read all of the information contained in the application package. A checklist has been provided that will help ensure you have a complete package. Applications will be reviewed within thirty (30) days of application. Applicants may be contacted for additional information.



**FAÇADE IMPROVEMENT  
PROGRAM APPLICATION**

City of Longview  
Community Development Department  
PO Box 128  
Longview, WA 98632  
(360) 442-5086

**Applicant Information:**

Applicant Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_

Email: \_\_\_\_\_

Project Address: \_\_\_\_\_

Building Age: \_\_\_\_\_

Square Footage: \_\_\_\_\_

Building Use: \_\_\_\_\_

Property/Building Owner: \_\_\_\_\_

(As determined by the Cowlitz County Tax Assessor's Office)

Tenant Business 1: \_\_\_\_\_

Tenant Business 2: \_\_\_\_\_

Tenant Business 3: \_\_\_\_\_

Tenant Business 4: \_\_\_\_\_

Project Start: \_\_\_\_\_

Project Completion Date: \_\_\_\_\_

Estimated Total Project Cost: \_\_\_\_\_

Will you be using an architect's services?

- YES
- NO

Architect Fees: \_\_\_\_\_

(Up to \$1,000 of architect fees is reimbursable as part of the grant if the project is accepted).

Permit Fees: \_\_\_\_\_

Source of Proprietor Funds:

Cash: \_\_\_\_\_

Loan: \_\_\_\_\_ Loan Approved (yes/no): \_\_\_\_\_ Lending Institution: \_\_\_\_\_

Other: \_\_\_\_\_

Grant Funds Amount Requested: \_\_\_\_\_

(50% of project cost)

### **General Conditions and Agreement**

It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances, and other applicable regulations.

It is expressly understood and agreed that the applicant will not seek to hold the City of Longview and/or its agents, employees, liable for any property damage, personal injury, or other loss relating in any way to the Facade Improvement Program.

The applicant shall be responsible for maintaining valid and sufficient insurance coverage for property damage and personal injury liability relating to the Facade Improvement Program. The applicant agrees to maintain the property and improvements, including, but not limited to, promptly removing graffiti, sweeping and shoveling in front of the property for a period of seven (7) years.

The applicant agrees to return a pro-rated amount of the grant money received if the improvement is removed within two years. The applicant further agrees he/she will not make any facade changes, which are inconsistent with or contrary to the DESIGN GUIDELINES as incorporated into this agreement.

The applicant understands that the city of Longview reserves the right to make changes in conditions of the Facade Improvement Program as warranted.

\_\_\_\_\_ Date \_\_\_\_\_

Applicant's signature

If applicant is not the property owner, please have the property owner or an authorized representative review and co-sign this application below.

As owner of the property at \_\_\_\_\_ I have reviewed the above application and understand and agree to the conditions and guidelines as set forth.

\_\_\_\_\_ Date \_\_\_\_\_  
Signature of Property Owner or Representative  
\_\_\_\_\_  
Print Name

The undersigned applicant affirms that:

1. The information submitted herein is true and accurate to the best of my (our) knowledge.
2. I (we) have read and understand the conditions of the Longview Facade Improvement program and agree to abide by its conditions.

**Property Owner Signature:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

**Tenant Signature:** \_\_\_\_\_  
**Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

**Tenant Signature:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

**Tenant Signature:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

**Tenant Signature:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

Note: If the application is approved, the person(s) responsible for the loan will be required to provide additional financial information and enter in to a loan agreement.

# Downtown Commerce Zone

