

Town of Maggie Valley:
Façade, Sign, Landscaping Grant Improvement Program

The Town of Maggie Valley is now offering a **Façade, Sign, Landscaping Grant Improvement Program** to encourage property owners and existing businesses to improve the appearance of existing properties and provide an incentive for new businesses to locate in Maggie Valley.

Award Amounts

Applicants are eligible to receive up to 50% of eligible improvements up to \$25,000, depending on the scope of the project. The award is limited to 50% of the total eligible improvement of a project up to a maximum of \$25,000, whichever is lesser. Applicants are responsible for the other 50% of the project cost. This is a reimbursement program; applicants must complete and pay for the total project cost or total private match prior to receiving a reimbursement from this grant.

Eligible applicants

- Structures used for commercial purposes located in Commercial or Mixed-Use Zoning Districts within Maggie Valley Town limits.
- Applicants may be the property owner(s) or business owner(s). Town of Maggie Valley elected officials, staff, or their spouse or family members are ineligible for the grant.
- No home-based businesses or new construction projects are eligible.
- All real property taxes must be paid in full, and the property must be current on water & sewer accounts and any other Town fees.
- Properties with code violations must be brought into compliance prior to payment of grant funds.
- Properties that have been previously awarded grant funds from the Town are not eligible to apply for additional funding unless the improvements are for another project not previously reimbursed by the Town, or the new project is deemed to make significant improvements to the property, or more than three years have passed since the last grant award was received for a similar project.

Eligible Improvements

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, or windows, including the removal of inappropriate or incompatible exterior finishes or materials.
- Replacing exterior lighting or adding exterior lighting.
- Repairs, additions, or installation of awnings.
- Installation or improvement of permanently installed signage. (Signage must be a permanent installed feature of the façade and may not be portable or removable.)
- Landscape improvements.

All eligible improvements shall meet the requirements set forth in the Town's Appearance Standards and Design Review Document.

Ineligible Improvements

- New construction
- Interior improvements
- Equipment or inventory
- Deferred maintenance
- Functional improvements that do not improve the aesthetics of the property
- Architectural or engineering fees associated with project planning and design
- Improvements completed prior to the approval of the application
- Any improvements not meeting building codes, local ordinances, or other applicable regulations
- Any improvements not visible from the primary street

Application Process

Applicants should submit the Preliminary Application along with:

- Two color photographs that show existing building conditions
- Detailed sketches or drawings of the proposed improvements (including placement, color, dimensions, and materials)
- Two bids on contractor letterhead

Submit the completed Preliminary Application to:

Maggie Valley Planning Department

Email: scullen@maggievalleync.gov

Address (Mailing & Physical): 3987 Soco Road Maggie Valley, NC 28751

Applications will be accepted on a rolling/quarterly basis. Application review periods will be March 31, June 30, September 30, December 31.

Qualified applicants will be contacted by staff and required to complete a full application, including the following information:

- Final design plans, outline and description of proposed improvements, materials list
- Professional design sketch or rendering of the proposed improvements, if needed for certain types of improvements
- Finalized line-item budget or cost estimates from licensed construction professionals
- Proof that Federal, State and local taxes are paid and current
- Proof of current property and casualty insurance
- Evidence that contractors are licensed and bonded or insured
- Accurate color samples (required for painting approvals)
- Material samples that indicate quality of finishes
- Sign and notarized applicant affirmation, including confirmation that you are not a Town elected official, staff, or their spouse or family member

An inter-departmental team of town staff will review the preliminary applications to determine which projects merit further consideration. The review team reserves the right to suggest modifications to plans and will contact the applicant to review the scope of work.

The staff review team makes a recommendation to Board of Alderman for approval. Grant award decisions will be based on, among other things, the following criteria:

- Impact to the front-facing façade of the proposed building (quality design is valued)
- Degree of which project meets design standards
- Benefit to small business owners
- Benefit to neighboring properties

Approval Process

To receive funding, an applicant must receive approval from the Town of Maggie Valley Board of Aldermen within forty-five days (45) of receiving the recommendation from staff review team.

- The applicant will be contacted after final recommendation and review.
- Upon approval, the Town enters into a grant contract with the applicant setting forth the scope of work as approved by the review team, payment terms and other requirements.
- Proof of payment and project completion are required for reimbursement. Costs incurred prior to the signed contract date are not eligible.
- Applicants must notify the Town if the scope of work, budget, or contractor chosen has changed from what was approved by the Board of Aldermen.
- Applicant must obtain all necessary permits for the project. All contractors working on the project must be licensed and registered with the State of North Carolina.
- Approved projects should be completed within 180 days or funds may not be guaranteed.
- Staff will be permitted to inspect the project to ensure conformance with the grant contract.
- This grant program is subject to funding availability and may be updated as necessary.
- Town reserves the right to determine the actual costs to be reimbursed based on a review of costs qualifying as eligible improvements.

Questions about this program should be addressed to:

Town of Maggie Valley Planning Department

Sam Cullen, Town Planner

828.926.0866 x103

scullen@maggievalleync.gov