



# Elk River Trail Foundation

## Façade Program and Application

---

### PROGRAM DESCRIPTION

The Façade Program will help business owners improve the outdoor appearance of their properties to encourage tourism and economic development associated with the “Trail Towns” along the Elk River Trail and the Elk River Water Trail. The Program consists of two parts. The first will provide architectural services to guide renovation planning. Those who complete the design phase may then apply for up to \$10,000 in grant funding for eligible improvements. The Elk River Trail Foundation’s Façade Program will apply only to Clay and Kanawha Counties. The *Braxton County Façade Program* will be handled by the Braxton County Commission.

### PROGRAM GUIDELINES AND APPLICATION

Priority will be given to buildings in Clay and Clendenin communities and in close proximity to the Elk River and the Elk River Trails. Priority will also be given to property owners or businesses willing to provide any additional funds. The Foundation has retained an architect to ensure rehabilitation that is appropriate to the scale and character of the surrounding area. Grants will be evaluated based on their economic impact on the community.

#### a. Eligibility Requirements

- All grant funds must be for commercial property.
- Applicants must be current on property taxes, utility bills, and any required business licenses
- Grant funds cannot be used to correct existing code violations created or caused by existing property owners or tenants, for property damage by collision, acts of nature, or occurrences covered by insurance.
- Local governments of the towns may apply **ONLY** for improvements to abandoned commercial buildings with the intent of returning them to productive use.
- Work must be approved by the project’s architect and the Façade Committee designated by the county to approve applications.
- Work paid for with grant funds must begin after the grant has been approved.
- All work must comply with all relevant permits and inspections that are required.
- Only one grant will be awarded per business entity or property owner.
- The property owner must be the applicant or sign a letter approving the application.

#### b. Ineligible Properties:

- New construction and national franchises.
- Government-owned properties, except abandoned commercial buildings submitted by local governments for redevelopment.

- Tax-exempt properties.
- Work begun or materials purchased before grant approval.
- Properties in litigation, condemnation, or receivership.
- Properties that have outstanding taxes, fees, penalties, or delinquencies with federal, state, or local governments, or not current with their business license.
- Improvement to residential spaces

**c. Eligible Expenses:** All applicants must work with the project's architect to receive recommendations for the following improvements:

- Awnings appropriate for the façade improvement and architecture
- Exterior painting consistent with other downtown buildings
- Murals that enhance downtown character and align with community standards
- Signs that are compatible with other buildings on the block
- Exterior masonry repair
- Repairs to exterior facades that face the street or corners in which one side faces the street
- Sign removal, replacement, or repair
- Repair or replacement to cornices, windows, decorative detail, doors, awnings, or window display lighting
- Exterior lighting structures and hardware on the street-facing side of the building
- Addition or modification to entryways that allow for greater access for people with disabilities
- Reconstruction of features that were part of the original structure and can be documented
- Removal of historically inappropriate elements or features

**d. Ineligible Expenses:** New construction projects, government properties, and national franchise properties are not eligible to participate. Other ineligible items include:

- Interior improvements
- Roofing
- Paving
- Structural improvements
- Security systems/equipment
- Loading docks
- Parking entrances
- Removal of structurally important features

## Review and Funds Distribution Process:

- Applicants may submit properties for initial consideration via a Phase I Application to the project committee by email to the Elk River Trail Foundation at [executivedirector@elkrivertail.org](mailto:executivedirector@elkrivertail.org) or by mail to Elk River Trail Foundation 107 Koontz Avenue Suite 109 Clendenin, WV 25045.
- The Façade Committee will review Phase I applications and advise the applicant if the proposal is eligible for architectural assistance.
- The applicant must meet with the project's architect to outline the scope of work and obtain the architect's recommendation. The architect will ensure that renovations are appropriate to the historic or architectural context of the area. If appropriate, the architect will provide a recommendation, conceptual sketch, scope of work, and opinion of construction costs for the suggested renovation for inclusion in the Phase II Application.
- Upon receiving the documents from the architect, the applicant may submit Phase II application and attachments by email to the Elk River Trail Foundation at [executivedirector@elkrivertail.org](mailto:executivedirector@elkrivertail.org) or by mail to Elk River Trail Foundation 107 Koontz Avenue Suite 109 Clendenin, WV 25045.
- The project committee will review the applications and approve or deny.

- The applicant will be notified of the committee's decision and the timeline for advertising the project for bid. The architect will prepare permit applications, construction plans, specifications, and bidding documents; provide assistance during bidding; construction administration services; and construction inspection services.
- Projects cannot proceed until authorization to begin construction is provided by the architect.
- Applicants may receive up to **\$1,000 in design/architectural services** to guide their renovation planning, paid for by the Foundation. Those who complete the design phase may then apply for up to **\$10,000 in grant funding** for eligible improvements. Final award amounts will be determined by the project committee based on available funds and project scope.
- Property owners will not receive funding directly. Instead, the building owner (or local government for abandoned buildings) will contract for improvement services.
- The project's architect will review bids and provide oversight during construction. Upon completion of work, and with approvals from both the architect and property owner, the Elk River Trail Foundation will make payments **directly to the contractor or supplier** upon presentation of invoices.





## Elk River Trail Foundation: Façade Improvements PHASE I APPLICATION

In order to be considered for grant funding, you must work with the project's architect to develop a scope of work and agree to construction being completed by the selected contractor following appropriate bidding procedures.

Are you willing to move forward? ☐ Yes ☐ No

**1. Name of Applicant:** *(Must be the Property Owner or Business Occupying the Building)*

\_\_\_\_\_

**2. Property Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Tax Map #:** \_\_\_\_\_ **Parcel #:** \_\_\_\_\_

**3. Are you the property owner?** ☐ Yes ☐ No

(If no, you will need to attach a signed letter from the property owner authorizing this application.)

**4. Is the property located in downtown Clay or Clendenin or within 2 miles of the Elk River and/or the Elk River Trail?** ☐ Yes ☐ No

**5. Applicant's Contact Information:**

**Telephone:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**6. Classification of proposed property:** *(select all that apply)*

☐ **Commercial Property** (Please Specify: Retail, Restaurant, Office, etc.)

---

☐ **Mixed-use Building** (Commercial Floor w/ Residential Above)

☐ **Abandoned Commercial Building** (Local Government Applicants Only)

☐ **Other** (Please specify)

---

**NOTE:** Non-Residential only. National franchise, government-owned, or tax-exempt properties are not eligible for this program.

**7. Does the property have any existing code violations?** ☐ Yes ☐ No  
*(If yes, please explain.)*

**8. Does the renovation propose to repair damage caused by:** *(Select all that apply)*

☐ Existing property owners or tenants ☐ Collision

☐ Acts of nature ☐ Occurrences covered by insurance

☐ None of the above

**9. Briefly describe your intended improvements.**

10. Briefly describe how this project will enhance the downtown area and/or trail community?

11. Do you have available funds to commit to the project? ☐ Yes ☐ No  
(If yes, please explain.)

**Please provide the following attachments:**

- Current photos of the property
- Historical photos of the property, if available

### Submission Details:

**Submission of a grant application does not guarantee funding.** Expenses incurred prior to the grant award and authorization to commence construction will not be eligible for reimbursement.

Email the completed application to Madison Stone, Executive Director of the Elk River Trail Foundation at [executivedirector@elkrivertail.org](mailto:executivedirector@elkrivertail.org) or by mail to Elk River Trail Foundation 107 Koontz Avenue Suite 109 Clendenin, WV 25045.

