

City of Ludlow

Elm Street Business District Façade Program Guidelines

Introduction

The City of Ludlow Elm Street Business District Façade Program is a tool for economic development and historic preservation. The intent of the program is to alleviate some of the burden for property owners who wish to enhance their buildings and businesses by adding to the cleanliness and charm of the building through various façade projects. All businesses within the Elm Street Business District are eligible to apply. Loans may be requested up to the maximum of \$5,000, and all loans require a 50% match. Each year the business continues to operate in its same location the loan will be forgiven by 20%, and after five years 100% forgivable.

Purpose of Guidelines

The purpose of the Façade Program Guidelines is to provide an overview of the process for application for the program funds. These guidelines are presented in a way to inform applicants of expectations adhering to historic preservation while making improvements to building façade. The Urban Design Review Committee will work to review plans and communicate with property owner and business owner to determine exact expectations per site. Historic buildings and new buildings alike will be held to these standards as the intent of the City of Ludlow is to preserve the historic nature of the downtown business district.

Property Protection

By adhering to standards for historic buildings the property owner protects the historic integrity of the building. This can add monetary value to the building as well as serve as a tool for enticing future business leases or property purchases.

Community Identity

The City of Ludlow is a city rich in history. This history defines the past of the City and also lends to the unique future the City is building. By preserving the historic buildings and creating a cohesive aesthetic historic look to the downtown the City can use this as a way to attract new business and visitors to the City. The preserved buildings add value to the City, and that value will ripple into increased value for the City as a whole.

Building Preservation

Guidelines do more than just ensure the preservation of the historic character and

architectural integrity of a building. Guidelines also ensure that new and replacement materials are compatible and in character with the original materials and that the best possible rehabilitation techniques are employed. As a result, the lifespan of a historic building can often be extended as property owners invest in quality replacement materials and craftsmanship.

The guidelines set forth in this manual deal with primary façades and secondary façades that are readily visible from the street or sidewalk. Alterations to rear façades are not as strictly regulated by the committee because they are usually obscured by fences, trees, or by the building’s placement on the lot. Property owners should refer to the guidelines when applying for funding through the Elm Street Business District Façade Program.

Standards for Application Review

Based on the type of work, and whether the building is a historic structure (50 years or older) or a new building there are varying stages of review in the process. Certain projects will require the approval of KY Heritage Council as the City is using HUD funds for the Façade Program. A brief overview is listed below.

Type of Work	Committee and Heritage	Committee Approval	Permit(s) Needed
Addition, removal, or covering architectural details & decorative elements (cornice, dentils, gingerbread, final, etc.)	All		
Awnings	Installation of new awnings	Removal of aluminum awnings	Building/zoning
Construction of new buildings or additions	All new buildings or additions		Building/zoning
Decks	Deck on elevation facing a street	Rear, ground level decks that do not require alteration to structure	Building/Zoning
Demolition	All		Building

Doors	All changes visible from street, all modifications to original wood doors	Doors replaced with in-kind material and of the original size and configuration	Building—If opening size is altered
Fencing	Fencing visible from street	Rear fencing not highly visible from street	Fence/zoning
Fire Escape	With alteration to the structure, on primary façade	All without alteration to the structure, non-primary facades	Building/zoning
Gutters/Downspouts	Alterations to box gutters, roofing over built-in gutters, and applying appropriate style gutter from the overhang, leaving all cornice details intact	Reclining existing gutters, replace downspouts, rebuilding of wood box gutters	
HVAC	All changes visible from street	All changes in rear yard not visible from street	Building/zoning
Masonry cleaning and tuck-pointing painting	Any other masonry treatment including painting unpainted masonry, stone, brick, terra cotta, and concrete	Chemical or water cleaning, tuck-pointing	
Parking lots and paved areas	New Parking seen from the street	New parking not seen from the street	Building/zoning
Roofs	Changes in the material or form	Replacement in kind of appropriate material	Building when structure is involved
Signage	Any new signage added to building		Zoning

Windows	Replacement of original windows, changes in window openings, materials, or configuration	Replacement of windows when they fit original window openings are of proper configuration to what was originally in place	Building—if window openings are modified
Painting	Painting unpainted masonry	Not required but requested to help document colors for future property owners in the selection of colors.	

Project and Loan Approval Process

Each property owner/business owner is eligible to apply for the maximum of \$5,000; each project that the funds will contribute to will need to be submitted in a separate application. After one year of the program, if funding is increased or there is a balance, funding maybe opened back up to fully funded applicants with proven success.

Applications will be submitted to City of Ludlow City Clerk located at 51 Elm Street, Ludlow, KY, 41016. Applications should be submitted with appropriate plans/designs/specs for the project. Applications will be passed on to the Urban Design Review Committee. The committee will examine the project and determine whether they will need to pass a standard by Heritage Council, or if they can make the determination on their own. They will then determine the success potential for the project and its effect on neighboring buildings. From this the committee will make a determination for funding, notify the borrower, and provide specifications for the project.

During the duration of the project the committee will monitor to ensure project adheres to guidelines, and a final inspection will occur. Projects must adhere to all specifications provided by the Urban Design Review committee or the loan will be repaid in full. Determinations may take up to six weeks for large projects with extensive alterations.