

THE VALUE OF INCENTIVES IN HISTORIC PRESERVATION

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DOWNTOWN CHERAW

Joined the Main Street Program in 2019.
Council Made Downtown Revitalization a Policy Priority.
The Town secured a 104 Room Flagship Hotel in downtown.
Downtown had long been on the decline, many buildings dilapidated and several of them collapsed.

ADAPTABILITY OF A MAIN STREET PROGRAM

- Defining the Main Street Program: Adaptability
- Main Street is: 4 Principles to Guide Local Policy Making
- Main Street is not: A plug and play equation that creates a thriving downtown.
- The 4-Point approach is 40 years strong!

Economic Vitality **Design**
Promotion **Organization**

YOU DON'T SERVE STEAK ON A DIRTY PLATTER! – CHERAW DOWNTOWN MASTER PLAN ,2021

The Town wanted to do their part, but we needed private property owners to participate as well!



Downtown Tree Trimming



Completed Preservation Work on ca. 1800 McKiver Law Office

PRIMING THE PUMP FOR REVITALIZATION



OPTIONS

Carrot or Stick – Incentives or Code Enforcement?

Code Enforcement

- Ugly is not a crime.
- Breeds Resentment.
- Can be more expensive than promoting good stewardship of historic buildings.
- Appropriate in some circumstances.



153 Market Street collapsed in 2021



INCENTIVES

- Façade Grants
- Sign Grants
- Historic Building Preservation Grants
 - Can be used to promote historic preservation objectives.
 - Promotes mutual understanding of historic district objectives.
 - Can be tailored for local conditions (What is the need in your community?)
 - It's an investment!



FAÇADE GRANTS AND SIGN GRANTS

- Façade Grant - \$2,500 with a 20% Match Required
- Sign Grant - \$500 with a 1:1 Match Required
- Local Condition - Downtown looked rough!
- This was/is a triage program to address immediate needs.
- Allows our Board of Architectural Review to have greater design control.
- Creates social pressure.

155 Market Street - Before and After the Façade Program
Photo from Chatham and Co.




HISTORIC BUILDING PRESERVATION GRANT

- \$15,000 Grant with minimum \$30,000 spending requirement.
- Policy Objective - Preservation, prevent the further collapse of historic buildings.
- Less expensive than code enforcement.

223 Second Street stabilized their building with this grant program.

Collapsed roof at 153 Market Street

THE BAILEY BILL

Local property tax abatement for rehabilitation of properties.

- No up-front cost to municipality.
- 10 Year Tax Assessment on the pre-rehabilitation value of the building.
- Cost in lost revenue is significantly less than the cost of a collapsed vacant building.



168 Second Street prior to renovations.



153 Market Street Sporting a new roof.

BRINGING IT ALL TOGETHER

- Have patience! – Downtowns didn't decline in one day.
- Don't be afraid to take risks!
- Education is important.
- Celebrate small victories.
- Work with property owners, not against them – they often don't want their buildings to fall apart either!




Contact

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