



Shelby, NC: A Leader in the Past and Future

Shelby, NC played an important role in our nation's history: the scene of a crucial Revolutionary War battle—the Battle of Kings Mountain—which most historians agree led to the defeat of Britain.

Now, Shelby is poised to make its mark on the nation's energy future through the Rebuild America program. Partnership leaders have predicted that Rebuild America “will have far reaching implications throughout the rest of the city, county, state and nation.”

PRESERVING HISTORY THROUGH REBUILD SHELBY

The Uptown Shelby Association, Inc., a private nonprofit 501(c)(3) organization, formed its Rebuild America partnership, Rebuild Shelby, in July 1997, as a complement to its “Main Street” revitalization and redevelopment efforts.

Executive Director, Ted Alexander, noted that the Rebuild Shelby program would work “particularly well” for the city. “We have one of the largest concentrations of older buildings in the county, and it is a natural for us to promote energy retrofits as a part of the historic building rehabilitation.”

GAINING BROAD SUPPORT

Rebuild Shelby has successfully recruited key local partners, including the County Economic Development Commission, Historic Shelby Foundation, Cleveland County Vocational Industries, Small Business Center, Retail Merchants Forum, Shelby City School System and Transportation Administration of Cleveland County. Other important partners are Duke Power and the Broad River Greenway.

FILLING THE COFFERS

Rebuild Shelby quickly tapped state resources by participating in a grant program with the North Carolina Department of Commerce's Energy Division. The state lent a sympathetic ear,



Carolyn Gidney, secretary of Uptown Shelby Association (right) and Denise Dorsey, volunteer (left) distribute Rebuild America and energy conservation information at one of the many successful “Alive After 5” Block Party Concerts sponsored by the Uptown Shelby Association during the spring and summer each year. These concerts bring an average of 3-4,000 people to Uptown each time.

Partnership Facts:

TARGETED BUILDINGS:

City Park Carousel Building, Farmers Market, City Hall, Police Department Building, 20 downtown businesses

SQUARE FOOTAGE:

Assessment of 1,750,000 square feet, Retrofit of 750,000 square feet

ESTIMATED ENERGY SAVINGS:

25-30%

NEW & NOTABLE INNOVATION:

Used a \$100,000 grant from the N.C. Commerce Dept., Energy Div. to develop a Matching Incentive program to leverage private funds

COMPLETION DATE:

550,000 sq. feet by Dec. 2000

TO LEARN MORE ABOUT THE REBUILD SHELBY PARTNERSHIP:

Mr. Ted Alexander
Executive Director

Uptown Shelby Association, Inc.

P.O. Box 2042

9 East Marion Avenue (Zip code 28150)

Shelby, NC 28151-2042

Work Phone: 704-484-3100

Fax Phone: 704-484-3934

acknowledging that funding is one of the primary obstacles preventing building owners from performing energy upgrades. The state demonstrated its commitment to Rebuild Shelby by giving the partnership \$100,000 for a matching incentive program, and \$10,000 for administrative costs.

Rebuild Shelby will use this grant money in the community to leverage private funds. For commercial and quasi-public projects, a 2:1 match is required for a grant of up to \$5,000 per individual project. For historic residences, a 4:1 match is required to receive a grant of up to \$2,500 per project. Rebuild Shelby projects that, through this funding, about 20 buildings will be energy-retrofitted representing nearly 10% of the buildings in the Central Shelby National Register Historic District and the Uptown Shelby Municipal Service District.

The partnership also will cultivate local financial institutions and encourage them to develop favorable financing packages for energy retrofit projects.

MARCHING FORWARD

The Rebuild Shelby partnership has targeted nearly 1,750,000 square feet of public, private, and residential space in the Central Shelby National Register Historic District and the Uptown Shelby Municipal Service District for energy assessment. Among the public and quasi-public buildings initially identified are the City Hall, Shelby City Park Carousel Building, the Farmers Market and the Cleveland Vocational Industries as well as a number of commercial buildings uptown.

Once the assessments are complete, Rebuild Shelby and the City Utility Department will review the results and select approximately 750,000 square feet of that space to be retrofitted. Before work may begin on historic buildings, however, Rebuild Shelby will work closely with state and local architectural and historical societies to

identify upgrades that are consistent with the U.S. Secretary of Interior's Standards for the Rehabilitation of Historic Structures.

SPREADING THE WORD

The Rebuild Shelby program also is conducting an extensive outreach campaign by publicizing its matching grant program by direct mail to all business and property owners and media in the targeted area and through presentations, workshops, brochures and press releases directed to local businesses and other potential partners. Outreach efforts also include special events such as an Annual Arbor Day event and Block Parties put on by the Uptown Shelby Association.

The partnership is also planning a series of energy conservation workshops for building industry professionals, contractors, realtors, architects, engineers and local government officials.

CHARTING A COURSE FOR THE FUTURE

The Rebuild Shelby partnership recognizes that Rebuild America will have lasting positive effects for communities in North Carolina and across the nation. The partnership has made great strides in achieving its goals by forming a broad partnership with key partners and by establishing its own matching grant program to leverage financial resources.

In addition, the partnership will evaluate the efficiency of existing pedestrian and streetlights and the city's holiday displays as well utilizing "Citygreen" computer analysis to assess the energy savings of its 140 live oaks that line the Uptown district city streets. Rebuild Shelby plans to demonstrate that historic preservation and energy retrofits are compatible strategies to assist their "Main Street" program achieve a high level of small business and downtown revitalization success.



Buildings for
the 21st Century

