



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, April 10, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

- a. Call to Order
Presenter: Christi Thompson, Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of March 13, 2023 minutes
Presenter: Christi Thompson, Chair
[Downtown Development Association Advisory Board - Mar 13 2023 - Minutes - Pdf](#)

4. STAFF REPORTS

- a. Recap of NC Main Street Conference
Presenter: Lydia Davis, Economic Development Specialist
Katie Spalding & Greg Adamson, Board Members
- b. Public-Private Parking Lots update
Presenter: Lydia Davis, Economic Development Specialist

5. OLD BUSINESS

- a. [Sponsorships](#) (4/21 deadline), Food Trucks, [Volunteers](#)
Presenter: Lydia Davis, Economic Development Specialist

6. NEW BUSINESS

- a. Facade Grant Approval - Queen's Court Awning
Presenter: David Millican, Design Committee Chair
[Queens Court Facade Grant Application](#)

7. COMMITTEE REPORTS

- a. Design Committee
Presenter: David Millican, Committee Chair
- b. Economic Vitality Committee
Presenter: Paul Auclair, Committee Chair
- c. Organization Committee
Presenter: Matt Kagel, Committee Chair
- d. Promotions Committee
Presenter: Erin Belcher, Committee Chair

8. PUBLIC COMMENTS

9. ADJOURN



**Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, March 13, 2023 at 6:00 PM
Wooten - Town Hall**

Board Members Present:

Christi Thompson, Chair
Matt Kagel, Chair
David Millican
Lila Reiber
Erin Belcher
Greg Adamson
Stephanie Matos
Katie Spalding

Board Members Absent:

Dan Barbour
Paul Auclair

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Council

1 CALL TO ORDER

- a) Meeting was called to order by the Chair at 6:06pm
Presenter: Christi Thompson, Chair

2 ADJUSTMENT OF THE AGENDA

- a) No adjustments

3 APPROVAL OF MINUTES

- a) Approval of February 13, 2023 Minutes
Presenter: Christi Thompson, Chair

Meeting Minutes from Feb. 13, 2023 were approved as presented.

RESULT:	CARRIED
MOVER:	Lila Rieber
SECONDER:	John David Millican
YES:	Bobby Bunn, Erin Belcher, John David Millican, Katie Spalding, Greg Adamson, Stephanie Matos, Paul Auclair, Christi Thompson, Lila Rieber, Matthew Kagel, Porter Casey, and Dan Barbour
NO:	None

4 STAFF REPORTS

- a) Downtown Banners
Presenter: Lydia Davis, Economic Development Specialist

Davis presented, for information purposes only, that staff is currently working on designing and printing new outdoor banners for Downtown. This is a work in progress, but DDA's input is requested. New to the banners this time, will be the addition of "location" designed directly into the banners. An example would be that at Town Square, all banners will say Town Square. Same is true for other squares, parks and other facilities. The reminder of banners will be a generic design without a location mentioned.

Suggestions were made related to using certain colors. Currently, the three main colors being used from the Town's brand guide are burgundy, royal blue and green. It was suggested to use green more near the parks and not on Main Street near all the brick buildings. Testing out a gray color was also suggested.

All of this is a work in progress pending potential new brand standards for downtown as recommended in the Downtown Strategic Plan. this will be an addition of about 50-75 banners throughout Downtown.

- b) Wayfinding + Public-Private Parking Update
Presenter: Lydia Davis, Economic Development Specialist

Davis presented that as of 3/13/2023 there are currently 2 (potentially 3) parking lots that have signed agreements with the Town for those privately owned lots to be used as public parking during certain times/dates. More information, including social media promotion once the lots are "live" is coming soon.

5 OLD BUSINESS

- a) Downtown Strategic Plan Implementation Update - Branding
Presenter: Lydia Davis, Economic Development Specialist

Davis gave a brief update to the group based on the conversations staff had with the Downtown Strategic Plan consultant, Downtown Strategies, regarding the recommendations related to branding in the Downtown Strategic Plan.

In-depth conversations have not been had yet, but Downtown Strategies agreed that this would be a good first priority to have for implementing the Strategic Plan in 2023. They recommended the use of their branding partner, a branding firm based out of South Carolina: Arnett Muldrow. They are a branding firm specifically for towns/cities, governments, downtowns and Main Streets. this firm was the original creator of "Think Clayton" in 2007. their process is a fast 5 day process in which the project would kick off on Monday of the given week, and a new brand, specific for Downtown, would be presented on Friday of that week. Through the partnership with Downtown Strategies, their is a discounted estimated cost of between \$5,000-\$10,000, of which the Town

has budgeted for in the Economic Development Budget, potentially in partnership with DDA.

Pierce added to the conversation that there is likely a benefit of going with this firm since they did originally create "Think Clayton" when the Town as a whole embarked on its initial branding journey in 2007. This process is not intended to replace "Think Clayton" because it is used town wide, but instead create a connected and cohesive brand specifically for Downtown as an extension of "Think Clayton"

- b) Main Street Conference Overview
Presenter: Lydia Davis, Economic Development Specialist

Davis gave a quick update that she, Patrick Pierce, councilmember Casey, and Board Members Adamson and Spalding, would be attending the NC Main Street Conference in Statesville March 14th and 15th and would report back key themes and topics at the next meeting.

6 NEW BUSINESS

- a) Upcoming Event Updates: Sponsorships and Food Trucks
Presenter: Lydia Davis, Economic Development Specialist

Davis gave an updated related to upcoming events. the first event is movie night on April 28th - More food trucks are needed specifically for this event, plus a few others. Sponsorships are also open now for all events.

7 COMMITTEE REPORTS

- a) Economic Vitality
Presenter: Paul Auclair, Chair

Auclair gave a few updates from the Vitality committee including:

- Mapme has been vetted and chosen as the new map product for Downtown. Vitality is working on securing the subscription and importing data.
- Vitality is going to be setting the date for a Spring Bar Crawl. this will be the 3rd DDA sponsored Bar Crawl.

- b) Design
Presenter: David Millican, Chair

There was one design committee updated provided which was the String Lights Letter from DDA being presented to staff requesting a code amendment to allow for string lights in the Downtown District under certain parameters. The letter will be presented to the planning board in April, then council.

- c) Organization
Presenter: Matt Kagel, Chair

No major update provided by organization outside of sponsorships other than the need for a new committee member to step up as "volunteer coordinator" for the 2023 event season.

- d) Promotions
Presenter: Erin Belcher, Chair

No major update provided by promotions outside of events and food trucks other than the need for 1-2 more committee members.

8 PUBLIC COMMENTS

- a) Welcome to Chamber representative

Valerie Mullins, with the Clayton Chamber, attended this meeting as guest to say hello and get to know more about DDA.

9 ADJOURN

- a) Meeting was adjourned at 7:09pm

RESULT:	CARRIED
MOVER:	John David Millican
SECONDER:	Erin Belcher
YES:	Bobby Bunn, Erin Belcher, John David Millican, Katie Spalding, Greg Adamson, Stephanie Matos, Paul Auclair, Christi Thompson, Lila Rieber, Matthew Kagel, Porter Casey, and Dan Barbour
NO:	None



Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN FAÇADE / SITE ELEMENT IMPROVEMENT GRANT

The objective of the Downtown Façade/Site Element Improvement Grant is to aesthetically improve the facades of downtown buildings and/or enhance the appearance of downtown properties.

Improvement should be limited to those that are permanent and part of the building or property. Funds will be made available on a first-come-first-serve basis to projects that meet eligibility requirements.

PROJECT INFORMATION:

Name of Project: The Queen's Court Awning & Signage

Building Address: 335 E Main St, Clayton NC 27520 Parcel Tag #: 05015087

Project Description (use additional sheets if needed):

Due to our move from 331 E Main St to 335 E Main St, we are installing a new awning. Our old awning at 331 E Main St could not be moved to 335 due to the existence of a glass transom above the door at 335.
The old awning is too small to fit around the glass transom.

APPLICANT INFORMATION

Applicant: Scott Reavis & Randy Barbour, owners of The Queen's COurt

I am the: ☐ Property Owner ☒ Tenant

Mailing Address: 335 E Main St, Clayton NC 27520

Phone Number: 919-451-8574

Fax: _____

Contact Person: Scott Reavis

Email Address: QueensCourt331@gmail.com

Length of Time at Address: 1 month

Length of Time

Remaining on Lease: 2 years 11 months

FOR OFFICE USE ONLY

Date Received: _____ Amount Paid: (no fee required) _____ File Number: _____

PROPERTY OWNER INFORMATION

Name: Jesse & Linda Austin

Mailing Address: 6237 Cornwallis Rd, Garner NC 27529

Phone Number: 919-219-9442 (Lyn Austin)

Fax:

Email Address: LynTAustin@aol.com

REQUIRED INFORMATION (to be submitted with the application)

The following items must accompany this application.

To be completed by the applicant:	Provided?	
	Yes	N/A
1. A pre-application conference was held with Town of Clayton staff. Date: _____		✓
2. I understand before any work is begun on the project that this application must be reviewed and approved . Projects may not receive funding if the work was done before the application was approved.	✓	
3. Project plans, specifications or other appropriate design information. A professional architectural plan is not required.	✓	
4. I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.	✓	
5. Photograph(s) of existing conditions of the property.	✓	
6. Samples of paint and material colors to be used on improvements or signage.	✓	
7. Cost estimates for the project (minimum of two estimates are preferred).	✓	
8. Owner's Consent Form (required if applicant is not the property owner).	✓	
9. I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.	✓	
10. I understand the work must be completed within the required timeframes specified and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.	✓	
11. I understand that I am responsible for the maintenance of improvements described here for a period of three (3) years from the date of project completion or until such time as the building is sold.	✓	
12. I understand the improvement grant must be used for the project described in this application. I understand that failure to comply with the approved application may result in losing my eligibility to receive funds.	✓	
13. I acknowledge that the Town and CDDA are obligated only to administer the grant procedures and are not liable to the applicant, owner or third parties for any obligations or claims of any nature growing out of, arising out of or otherwise related to the project or application undertaken by the applicant and/or owner. There is no principal/agent or employer/employee relationship between the Town, the CDDA, and the applicant and/or owner.	✓	

APPLICANT / PROPERTY OWNER SIGNATURES

Scott Reavis

Applicant's Name (Print Name)


Signature of Applicant

3/27/2023

Date

Property Owner's Name (Print)

Signature of Property Owner

Date

Please return completed application to the Town of Clayton, Attn. Economic Development, PO Box 879, Clayton, NC 27528, or in person at the Economic Development office at 111 E. 2nd St, Clayton NC 27520.

STAFF REVIEW (the applicant should leave this section blank)

This application has been reviewed by the following:

Economic Development Staff:

Lydia Davis

Name (print)

Lydia Davis

Signature

3/27/2023

Date

Comments/Conditions:

Qualifies for 1 up to \$2500 facade grant

Downtown Development Association (DDA) Design Committee:

Committee Review:

Date

☐

Approved

☐

Denied

DDA Design Committee Chair:

Name (print)

Signature

Date

Comments/Conditions:



Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
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Fax: 919-553-1720

OWNER'S CONSENT FORM

Consent is required from the property owner(s) if an agent will act on their behalf. A separate form is required from each owner. Consent is valid for one year from date of notary, unless otherwise specified. All fields must be completed.

Project Name: The Queen's Court Awning & Signage **Address or PIN #:** 335 E Main St, Clayton NC 27520

AGENT/APPLICANT INFORMATION:

Scott Reavis 335 E Main St
(Name - type, print clearly) (Address)
Clayton NC 27520
(City, State, Zip)

I hereby give **CONSENT** to the above referenced agent/applicant to act on my behalf, to submit applications and all required materials and documents, and to attend and represent me at all meetings and public hearings pertaining to the following processes (*list applicable requests*):

Install a new awning and signage

Furthermore, I hereby give consent to the party designated above to agree to all terms and conditions which may arise as part of the approval of this application.

I hereby certify that I have authority to execute this consent form as/on behalf of the property owner. I understand that any false, inaccurate or incomplete information provided by me or my agent will result in the denial, revocation or administrative withdrawal of this application, request, approval or permits. I further agree to all terms and conditions which may be imposed as part of the approval of this application.

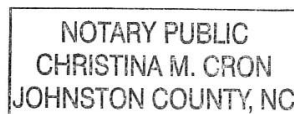
OWNER AUTHORIZATION:

Linda T. Austin 6237 Cornwallis Rd
(Name - type, print clearly) (Address)
Linda T. Austin Garner NC 27529
(Owner's Signature) (City, State, Zip)

STATE OF NC
COUNTY OF Johnston

Sworn and subscribed before me Christina M. Cron, a Notary Public for the above State and County, this the 17 day of March, 2023.

SEAL



Notary Public

Christina M. Cron

My Commission Expires: March 26, 2027

\$2055.13

queenscourt331@gmail.com

From: Kermit Fowler <kfowler361@gmail.com>
Sent: Sunday, March 19, 2023 11:31 AM
To: queenscourt331@gmail.com
Subject: Awning Estimates
Attachments: Side Wiindow.pdf; Store Front.pdf

Hello Mr. Reavis

Attached are the two estimates that you requested. One for the store front and the second for the side window. Let me know if you have any questions. I look forward to hearing from you.

Thank you,

Kermit Fowler

Awesome Awnings

(919)422-8518

kfowler361@gmail.com

Awesome Awnings quote ¹ page 1 of 2

Awesome Awnings of North Carolina LLC

2474-215 WALNUT ST

Cary NC 27518

Estimate

Date	Estimate #
3/19/2023	1270

Name / Address
Scott Reavis 335 E Main St. Clayton NC 27520

			Project
Description	Qty	Rate	Total
New Aluminum Awning Frame and New Cover To be Installed Over The Store Front		1,450.00	1,450.00T
Store Front: Width: 21'-5" Drop: 3'-8" Proj: 2'-0" TD: 4'-1" (5" soft val) Fabric Sunbrella with Roman Key Val			
Labor		500.00	500.00
Sales Tax		7.25%	105.13
Terms: 50% Deposit, the remaining Balance due upon completion		Total	\$2,055.13

Awesome Awnings quote page 2 of 2

\$2719.99

queenscourt331@gmail.com

From: Office of Carolina Awning & Tent <rkymtawning@gmail.com>
Sent: Monday, March 13, 2023 2:12 PM
To: queenscourt331@gmail.com
Subject: Quote for Awning

Rocky Mount Awning and Tent Company
dba

Carolina Awning and Tent Company
602 N. Church Street
Rocky Mount, NC 27804
"We've had you covered since 1925"

Good afternoon,

Quote to manufacture and install:

(1) 2' x 4' x 21' 8" she type canvas awning with a welded frame.

Cost \$2,548.00 plus tax \$171.99 for a total of \$2,719.99.

If you have any questions, Joey Daniel can be reached at 252-883-4895.

Thank you,
Karen Wilder

CAROLINA AWNING quote 1

\$2871.58

queenscourt331@gmail.com

From: info@signandawning.com
Sent: Tuesday, March 7, 2023 12:17 PM
To: queenscourt331@gmail.com
Cc: info@signandawning.com
Subject: awning quote

Scott,

Thanks for the request for quote. The price and details are below. Please let me know if there are any questions. Thanks.

New Awning

42" height x 24" projection x 21'-3" length standard awning with 6" band (48" overall height)

- All new aluminum frame, mill finish
- Covered with solid color Sunbrella fabric or Patio 500 vinyl, (color TBD)

Price = \$1890 + tax

Install Price = \$800 + tax

Jason Honeycutt

Sign & Awning Systems, Inc.

2785 US Hwy 301 N.

Dunn, NC 28334

910.892.5900 (work)

910.892.2140 (fax)

www.signandawning.com

signs@signandawning.net - OLD

info@signandawning.com - NEW

2690.-
tax 181.58

2871.58

Sign & Awning Systems quote

\$3947.62

queenscourt331@gmail.com

From: westawning <westawning@att.net>
Sent: Tuesday, March 7, 2023 11:59 AM
To: QueensCourt331@gmail.com
Subject: West Awning LLC quote

Hi Scott. Your cost for the new shed style awning at 21'6"w x 42"p x 42"td will be \$3698 plus tax which includes our professional installation and 10yr warranty tempotest canvas stripe. Please let us know if you would like to proceed. Thank you again for your business!

Thank you,

Trevor West
West Awning, LLC
919-801-6466
westawning.com

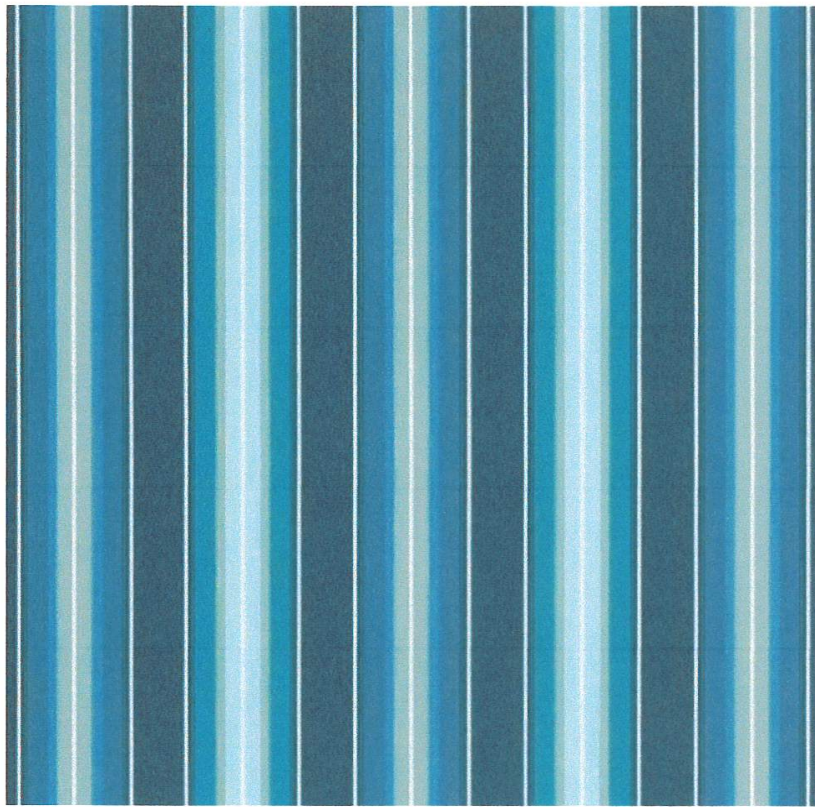
West Awning quote



Condition of property As of March 1, 2023



**After awning and signage are
installed**



**Awning fabric will be
Sunbrella Saxon Cascade
#4884-0000**