



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, May 13, 2024 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of April 8, 2024 Minutes
Presenter: Lydia Davis, Economic Development Specialist
[Downtown Development Association Advisory Board - Apr 08 2024 - Minutes - Pdf](#)

4. STAFF REPORTS

- a. Social District Update
Presenter: Lydia Davis, Economic Development Specialist
- b. Concert this Friday: Volunteers Needed
Presenter: Lydia Davis, Economic Development Specialist

5. OLD BUSINESS

6. NEW BUSINESS

- a. MS&RP Small Scale Development & Historic Tax Credit Training
<https://www.ncmainstreetandplanning.com/public-event-series>
Presenter: Lydia Davis, Economic Development Specialist
- b. Facade Grant Edits Review and Feedback
Presenter: Lydia Davis, Economic Development Specialist & David Millican/Design Committee
[Facade Grant Edits - April 2024](#)
- c. Vibrancy Grant Recipients Review
Presenter: Lydia Davis, Economic Development Specialist
[FY2024 Vibrancy Grants Recipients List](#)

7. COMMITTEE REPORTS

- a. Economic Vitality Committee
Presenter: Paul Auclair, Committee Chair
- b. Design Committee
Presenter: David Millican, Committee Chair
- c. Promotions Committee
Presenter: Dan Barbour, Committee Chair
- d. Organization Committee

Presenter: Greg Adamson, Committee Chair

- e. Downtown Development Association (501c3) Report

Presenter: Greg Adamson, 501c3 Treasurer

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, April 8, 2024 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson, Chair
David Millican
Lila Rieber
Andre Walden
Marty Kornegay
Erin Belcher
Matthew Kagel
Joel Tew

Board Members Absent:

Dan Barbour
Paul Auclair
Katie Spalding
Greg Adamson

Staff Present:

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

1 CALL TO ORDER

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

Meeting was called to order at 6:04pm

2 ADJUSTMENT OF THE AGENDA

- a) Addition of 4a: Approval of Master Plan Draft Letter
Presenter: Lydia Davis, Economic Development Specialist

3 APPROVAL OF MINUTES

- a) Approval of March 11, 2024 Minutes
Presenter: Lydia Davis, Economic Development Specialist

The minutes from March 11, 2023 were approved as presented.
motion made by: Erin Belcher
Seconded by: David Millican

All approved.

4 OLD BUSINESS

- a) Approval of Master Plan Draft Letter
Presenter: Lydia Davis, Economic Development Specialist

This letter was written following feedback being compiled from the board after the Downtown Master Plan draft opportunity sites presentation.

The attached letter was approved by the board.
Motion made by: Christi Thompson
Seconded by: Lila Reiber
All were in favor.

5 NEW BUSINESS

- a) Facade Grant: 468 E Second St
Presenter: Lydia Davis, Economic Development Specialist

The Facade Grant for 468 E Second Street was reviewed and discussed. There was comments from some board members that it is not ideal to paint unpainted brick due to how it affects the buildings original design and the maintenance/upkeep requirements, however this building is not a contributing structure in the historic district. Ultimately the grant was approved.

Motion to approve made by: Erin Belcher
Seconded by: Joel Tew
All other board members present were in favor with the exception of one opposed:
Marty Kornegay.

6 STAFF REPORTS

- a) Social District Update
Presenter: Lydia Davis, Economic Development Specialist

Davis gave a brief update on the social district. She stated that the ordinance is on the Town Council agenda for review at the April 15th meeting. That meeting will be the public hearing. If approved, the ordinance does have to be on two consecutive agendas for council review, so it will also be on the May 6th agenda. If it is approved at both meetings, then it will be passed and will become effective on July 11, 2024, pending approval from ABC Commission which staff will begin working on the week of May 7th.

7 COMMITTEE REPORTS

- a) Economic Vitality
- BBQ Challenge Planning Committee

Presenter: Paul Auclair, Committee Chair

Auclair gave the update that BBQ Challenge 2024 (Sept 14) planning is well underway. Promoters with KCBS have already began reaching out to cook teams and at least two sponsors from last year have re-committed to their sponsorship including Agri-Supply as the presenting sponsor and Ready Roofing.

b) Design Committee

Presenter: Davis Millican, Committee Chair

Millican gave the update that on top of the Facade Grant, Design committee did start to look at potential mural locations for a Downtown Welcome Mural. A "Top 10" mural locations have been identified with the side of the Library facing Main Street as the top option.

c) Organization Committee

- Sponsorship Update

Presenter: Greg Adamson, Committee Chair

Adamson was absent so no report.

Lydia Davis did add a reminder that any sponsorships the DDA 501c3 would like to secure for Square to Square are due by Mid-May.

d) Promotions Committee

- Downtown Welcome Party Concept

Presenter: Dan Barbour, Committee Chair

Barbour gave an update about the Downtown Welcome Party concept - this would be a chance to welcome new businesses into Downtown by scheduling time for the board to go before meetings to meet the new business, welcome them, give them information and then take a photo with them for the Downtown Clayton Social Media. Plan is to hopefully start in May, pending response from a few businesses who want to participate.

e) Downtown Development Association 501c3 Report

- Q2 Meeting

Presenter: Greg Adamson, 501c3 Treasurer

Adamson was absent so no report.

8 PUBLIC COMMENTS

a) Notes was added by Board Member Matthew Kagel that he will be resigning from all positions. April is his last meeting.

Presenter: Matthew Kagel, Board Member

9 ADJOURN

Meeting was adjourned at 7:02pm

Motion to adjourn was made by: Christi Thompson

Seconded by: David Millican



April 8, 2024

Dear Town Council,

As members of the Downtown Development Advisory Board, we have collectively reviewed and discussed the **Downtown Clayton Master Plan Draft Opportunity Sites and Growth Concepts** at the March 11, 2024 meeting, and would like to provide our feedback and suggestions regarding the draft plan and the direction for our Downtown community. The Master Plan draft has several layers and components that we have reviewed thoroughly including impacts to community density, parking, specific areas and intended use. As a group, we believe our feedback compiles the voice of community members, business owners and visitors to our area.

The overarching feedback we would like to express is that we would like for Council to always **create a balance of growth and charm and prioritize the value of our community to its residents and business owners as we grow throughout the upcoming years.** Our charm can be enhanced and cultivated through the continued efforts to restore historical properties and encourage adaptive reuse and restoration efforts. The most recent examples, including The Spinning Mill and Barbour Building renovation show that this can be achieved and accomplished successfully. We strongly believe that parking and infrastructure, including streetscape, utility pole relocation, and stormwater, should be at the forefront of decision making as it can be a pain-point that will follow each project and create a less than optimal experience long-term for developers and the community.

Below is a breakdown of each component and our compiled feedback regarding each area.

Parking: We strongly believe that parking opportunities are the staple of a successful project. We would encourage Council to consider any Railroad or secondary off street parking solutions prior to constructing a large parking structure. If parking decks are to be considered within a project, we would ask that they be limited to two to three stories within the current commercial core (approx. Church St. to Community Garden) and limited to six stories within the greater Downtown District. As with any project, we would appreciate Council to encourage creative solutions that keep the charm on Main Street and concentrate surface and structure to the NCRR corridor, side streets and Second Street.

Density: In reference to density and layout, given the current built environment, the "concave approach" to density would be preferred. By this we mean, preserving the current scale in the commercial core and focusing height and density outside of the commercial core. This focuses

info@downtownclayton.org



the current commercial core as an area for predominately retail, food and beverage and professional service uses. Areas outside of the commercial core serve as supporting areas with additional mixed-use and higher density residential components. In reference to mixed-use areas, we would like to encourage the spaces to be limited to six stories, focusing on mixed-use projects that have a commercial component on the lower level and residential, office and parking on the remaining levels.

Opportunity Areas:

NCRR Corridor - The relationship with the Railroad should continue to be addressed and supported. The use of this space is vital to our growth and development. This is a great opportunity to explore much-needed parking accommodation and other opportunities to improve the visual appeal throughout the whole of Downtown.

West End Connectivity and Downtown Integration - The opportunities for commercial and higher density residential uses within this area are vast and serve to support the growth of the commercial core. 400 block of Downtown (NCRR corridor to Second, Lombard to Smith) - The former CMC building and the lots adjacent to the Barbour Building are privately owned spaces that have tons of opportunities as they are a crucial part of a highly traveled and visited area.

We believe both areas should be considered by the Downtown Master Plan as Opportunity Sites for parking and additional commercial opportunities to enhance the current commercial core. As always, we appreciate the opportunity to provide guidance and advisement on our beautiful community and we appreciate your consideration.

Sincerely,

The Downtown Development Advisory Board

Members of the Board:

Christi Thompson - CHAIR	John David Millican
Greg Adamson - VICE CHAIR	Lila Reiber
Dan Barbour	Katie Spalding
Joel Tew	Marty Kornegay
Paul Auclair	Andre Walden
Erin Belcher	

info@downtownclayton.org

Facade Grant edits being considered.

PURPOSE

Recognizing the fact that the appearance of a downtown is largely determined by the condition of its buildings and property, which also forms the basis of the public's overall impression of downtown, the Clayton Downtown Development Association (CDDA) has developed the Downtown Façade/Site Element Improvement Grant (Grant). The objective of the Grant is to improve the facades of downtown buildings and site features (such as public parking, signage and lighting), so that after completion of work, citizens will notice a marked improvement in the appearance of the buildings and/or property. Façade and Site Element improvements are identified as those that are permanent and part of the building or property.

The purpose of the program is to provide an economic incentive to:

- 1) Promote storefront rehabilitation and site improvements;
- 2) Preserve the unique character of historic buildings;
- 3) Encourage aesthetic compatibility for improvements to facades of non-historic structures; and **Consistency with surrounding structures**
- 4) Encourage the use of quality materials in the rehabilitation of downtown properties.

Funds will be made available periodically on a first-come-first-serve basis. Qualifying projects are eligible for a grant of up to \$2,500 per public facing façade (or public facing side of property) on a 50% (CDDA) / 50% (Applicant) matching basis as funds are available. Each grant must be approved by the Design Committee considering eligibility, guidelines and criteria as stated below. Upon project completion, copies of paid statements and canceled checks, etc. must be submitted to claim reimbursement. Economic Development staff and CDDA Board Members will inspect work completed. Upon satisfactory completion of the work and documentation of expenses, payment will be issued for the amount of the grant.

ELIGIBILITY

- 1) The applicant must be the owner or tenant of a building/property located within the boundaries of the grant program, which is the Downtown Core **(add Exhibit A)**
- 2) If the applicant is a tenant, they must have the owner's written permission attached to the application.
- 3) Façade grants are made on a first come first served basis until funds are exhausted.
- 4) The property shall be classified as non-residential in Zoning and Use.

GUIDELINES

- 1) Improvements must conform to the Town of Clayton's Building Codes; Unified Development Code; and other applicable plans and policies of the Town.
- 3) Rehabilitation of structures in the Downtown Core should respect the architectural integrity of the primary facades and retain elements that enhance the building. **Addition of information related to Department of Interior Standards - Unpainted brick should not be painted if the building is a contributing structure to the historic district Repair of original windows, doors and cornice should be prioritized over replacement.**

4) Grant applications may be made for structures and site elements within the Downtown Core, with priority given to renovation projects that visibly improve the aesthetic appearance of building facades and/or site elements.

5) All properties classified as non-residential (zoning and use) within Clayton's Downtown Core may apply for grant funds.

6) Improvements may include, but are not limited to:

- Façade improvements
- Brick or wall surface cleaning
- Patching and painting of facade walls
- Signage or lighting repair if possible/ replace if non-repairable - **Signage replacement ONLY IF sign is in disrepair, addition of new signage only if building does not already have any existing signage (i.e. signage being added for the first time) or other special situations to be considered.**
- Structure or frame that contain or hold a sign
- Canopy, porch, awning installation/repair
- Window and/or door replacement/repair
- Mortar joint repair
- Railings, ironwork repair or addition
- Cornice repair and/or replacement
- Design services (architect, etc.) for façade rehabilitation
- Site lighting
- Landscaping, sidewalks and hardscaping
- Parking improvements
- Removal of inappropriate, dilapidated, or obtrusive additions
- Removal of non-conforming features

7) **Matching new downtown core facade elements with the new downtown brand is essential to create a cohesive and unified visual identity for the area. The downtown core serves as a prominent focal point for the community and visitors alike, shaping their perception and experience of the urban environment. Regarding paint selections:**

Door paint colors will be limited to black, white, gray and any variation of one of the Downtown Clayton brand colors. Other colors may be approved. Doors must be painted one color.

Awning colors will be limited to black, white, gray and any variation of one of the Downtown Clayton brand colors. Other colors may be approved.

Awnings are permitted to a maximum of two colors; straight and scalloped overhang edges for awnings are allowed.

Exterior walls will be limited to black, white, gray or any variation of one of the Clayton brand colors. Unpainted brick may not be painted if a property is in the historic district. One accent color is allowed per building (door frames, window frames, or shutters): black, white, gray, any Clayton brand color. Other colors may be approved.

Downtown Clayton Brand guide and approved colors – add exhibit B

8) Any improvements that have been made through this grant program and which become a part of the property may not be removed from the property unless they can be used (without

significant alterations) on another property within the Downtown Core (e.g., awnings). For this reason, improvements should not be specific to a singular brand (i.e. improvement should be able to transfer to the next tenant or property owner). Replacement of items directly tied to a businesses brand will only be approved if that item is "in disrepair" or being added for the first time only, unless other special situation is applicable and approved by the design committee.

ADDITIONAL GRANTS (Previous grant holders only)

1) Additional grants may be available for additional improvements on a first come, first served basis, up to \$15,000 in one year.

CRITERIA

1) For the purposes of this Grant program, a façade is generally defined as the storefront or side of a building that faces a public street or alleyway or which is otherwise visible to the general public. Site element improvements must also be visible or be able to be utilized by the general public.

2) Qualifying projects are eligible for a grant of up to \$2,500 per façade or site element improvement on a 50% (Grant) / 50% (Applicant) matching basis as funds are available.

3) Work which commences prior to the approval of the grant application is approved may not be eligible for reimbursement.

4) Work on the project must be completed within the fiscal year that it is approved (a fiscal year runs from July 1st to June 30th each year). The grant will be paid to the recipient after the work is completed and all bills relating to said work are paid.

5) The property owner must agree to maintain the improvements as set forth in the application for a period of three (3) years or until the property is sold. (Example: if an awning is installed as part of a project and then rips within a three-year period, it must be repaired or replaced.)

APPLICATION PROCESS

1) Applicant will complete the application, including design plans/sketches and owner's signature.

2) Two current, qualified and professional estimates of cost are to be included with the application.

3) Applications will be reviewed by the Economic Development Department and the CDDA. Applicants are encouraged to come present their grant application/project information in person to the Design Committee

4) A notification letter will be sent to applicants concerning the approval or denial of the application within 45 days of receipt of a completed application.

5) A notification of approval must be received BEFORE reimbursement occurs.

6) Upon project completion, copies of paid statements and canceled checks, etc. must be submitted to the Economic Development Department to claim reimbursement.

7) Economic Development Department staff and CDDA Board members will inspect completed work and reimbursement be issued for the amount of the grant provided the work is accomplished in accordance with the approval.

1	Chefella's, LLC
2	The Queen's Court
3	Purna Yoga East
4	The Design Häus
5	Clayton School of Creative Arts
6	Jewelry Design Studio
7	Burney's Sweets & More
8	Boulevard
9	Heart2Hands Art Gallery & Students
10	Fare Game
11	The Crowing Hen
12	Make Life Special
13	Craze Tea & Wellness
14	First Street Tavern
15	Clayton Steakhouse
16	Odd One Out
17	Right Angles Framing & Art
18	Leaf Plant Shop
19	Manning's Restaurant

12 Black, 5 Brown, 2 Natural Wood = 19 total

Next Steps:

- Notify recipients and have them sign the acceptance form.
- Order A Frames.
- Deliver A Frames to business by June 30