



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, September 14, 2020 @ 6:00 PM
Remote Meeting

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

a. DRAFT Minutes

- May 11, 2020
- June 8, 2020
- August 10, 2020

[May 11 2020 DRAFT Minutes](#)

[June 8 2020 DRAFT Minutes](#)

[August 10, 2020 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Minutes

4. OLD BUSINESS

a. Historic Signage

Presenters: John Millican & Jenn Gallimore

[Historic Clayton Signage Presentation](#)

5. STAFF REPORTS

a. Downtown Community Business Meetings

Presenter: Jenn Gallimore

b. Proposed Community Business Meetings & Town Clerk Check In

Presenter: Patrick Pierce, Economic Development Specialist

6. COMMITTEE REPORTS

a. Design Committee

Presenters: David Millican & Jenn Gallimore

- Committee Report
- Façade Grant Update & Process Tracking Review
- Façade Grant Review - 419 E. Main Street

[Design Committee Report](#)

[DDA Façade Grant Process and Tracking](#)

[419 E Main - Full Application](#)

POTENTIAL ACTION: Approval of Façade Grant for 419 E. Main Street

b. Economic Vitality Committee

Presenter: Laura Johnson

- Committee Report

[Vitality Committee Report](#)

c. Promotions Committee

Presenter: Eric Belcher

- Committee Report

[Promotions Committee Report](#)

d. Organization Committee

Presenter: Judy Ryan

- Committee Report

[Organization Committee Report](#)

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, May 11, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Tony Johnson
Jessica Lloyd
Erin Belcher
David Millican
Heidi Lee Peach
Betsy Grannis
Judy Ryan
James Lipscomb

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Jennifer Gallimore, Economic Development Specialist
Bobby Bunn, Council Member
Stacy Beard, Public Information Officer

MEMBERS ABSENT:

Alison Kilpatrick
Laura Johnson
Neal Stancil

1. CALL TO ORDER

- a) The meeting was called to order 6:06 p.m. by Co-Chair Tony Johnson.

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

[April 28, 2020 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Minutes

ACTION: Adoption of Minutes with correction to indicate Betsey Grannis in attendance

Motion: Board Member Lloyd
Second: Board Member Belcher
Vote: Unanimous

4. COMMITTEE REPORTS

- a) Design Committee Report
Presenters: Heidi Lee Peach & Jennifer Gallimore

- Yellow House - still completing application and staff have been in touch – Request was for \$5,000 - application will go to May 26 DDA Design Committee for review,

would go to June 8 full downtown advisory board for approval if recommended by committee

- Joco Holdings – 3 Façade grants APPROVED - \$7,500
- Tony Johnson Architect – Request for \$549 for signage – application will go to May 26 DDA Design Committee for review, would go to June 8 full downtown advisory board for approval if recommended by committee
- Heidi Lee Peach - has submitted the majority of information on her 3 Façade grants – staff will review to ensure completion

Economic Development Specialist Jennifer Gallimore reviewed process for façade grants for clarification. A downtown property owner expressed interest to staff to have staff go over process of filling out the application. Applicant submits application. Town staff, including Planning Department, review application. Once application is checked off by staff, application moves to the Design committee for recommendation of approval; they meet on the 4th Tuesday of every month at 6 p.m. If recommended for approval, grant application moves to full downtown advisory board for approval. She clarified buildings within the downtown district boundary are eligible. The façades must be public-facing, meaning facing the street or otherwise generally visible to the public and it's a case-by-case basis reviewed by Planning and other Town staff.

b) Joint Vitality & Promotions Committee Report

Presenters: Jessica Lloyd & Neal Stancil

- Advocate Visits to Re-Opening Businesses, Informational Handouts & Online Info on Phase 1
- Re-open Promotion - "DOWNTOWN DAYS"

Promotions committee met to brainstorm what could be done for downtown businesses as the COVID-19 restrictions are being lifted. First idea, advocates visit businesses as they open and offer to help in any way passable, recognizing that businesses may not know what they need having to operate in confusing times and may need some time to understand what they might need. In that case, the visits may primarily be simply letting the businesses know who and how to reach out. Second idea, Gabriella from Chefella's to help support businesses in safe and creative way – promote curbside, online and safe social distancing shopping. DDA will purchase gift cards from participating businesses, these gift cards will be marketed and sold to the public at a discount, other incentives like T-shirts may be offered. Program would be called Downtown Dollars, putting money into downtown businesses right away and incentive shoppers to go and spend their cards and perhaps buy more by July (over the next 10 weeks). If successful we'll purchase bundles of the gift cards and continue to promote selling them at a discount. Sale of cards would be online and promoted through social media. We'll start with opening this up to 20 businesses initially and reach out via email to find those businesses to start using the spreadsheet of contact info collected by the advocates. Would like to roll out ASAP but so much is going on. Canopy is working on design. No action needed at this time as the group reviews and finalizes plans.

c) Organization Committee Report

Presenter: Betsy Grannis

- Clerk sent letters to 4 expiring members, two of which hold co-chair positions
- Review attendance of 5th member

Four expiring terms, including two co-chairs and one 5th member who has not been attending. There's a need to promote the openings to encourage new applicants to fill these positions. There is typically no July meeting but July 6th would be the second Monday should the board decide to meet. Letters arrived late or had not arrived at all. The clerk had requested a response via email if possible. Judy Ryan stated she will re-apply but would like to be more active and involved. She stated the businesses expressed wanting to do online sales and she wondered if they needed assistance with a super-powerful website, especially if COVID-19 was going to come back in the fall. Erin Belcher stated that she spent seven weeks revamping her own business website and it's not a short-term task if you have lots of products that you'd like to build a website. Many businesses do not have time to update a website, let alone social media. Patrick Pierce suggested that these were good ideas and discussion points and that, just like downtown businesses, we need to think long-term and in this downtime of cancelled downtown events, we should use this time to focus on positioning ourselves for 2021 and how to be a better DDA. Staff stated that that would reach out to the DDA member who has recently been absent and gauge interest in continuing on the board.

5. NEW BUSINESS

- a) ElectriCities Grant Application
Presenters: Tony Johnson & Jennifer Gallimore

- \$10,000 Grant - need to discuss focus
- Deadline: May 14
- Possible Focus
 - Town Square Improvements
 - [Themed Art/Murals for Downtown](#)
 - Library expansion
 - Historic Signage/Tours/Preservation
 - DDA Re-visioning/Training/Strategic Planning

Tony Johnson had inquiries from downtown businesses about Phase I and Phase II – how rules are enforced and who enforced them. Staff updated the board that outdoor seating is not permitted in Phase I but that Phase II would allow limited indoor and outdoor seating. The police had received some 911 calls from concerned callers reporting businesses allowing outdoor dining. Officers, who are obligated to respond to all 911 calls, did visit several businesses to educate them on the restrictions. No one was cited and the intention of the Town and the police is only to educate about the ever-changing executive orders. The board asked that staff work to create some information emails and info sheets for downtown businesses and staff encouraged all board members to have businesses call town staff. Staff would provide emails and cell phones numbers.

8. PUBLIC COMMENTS

- a) Co-chair Jessica Lloyd asked the board to help promote Last Friday promotion efforts for their first virtual Last Friday event on May 29.

Committee meetings should be happening on May 26 as advertised and members can keep staff updated if they'd like to hold those meetings remotely and need staff to set up on-line meetings.

9. ADJOURN

- a) With there being nothing further the meeting was adjourned at 7:40 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Belcher

Vote: Unanimous

Duly adopted this the 14th day of September, 2020.

Laura Johnson, Chair

ATTEST:

Kimberly A. Moffett, CMC, NCCMC
Town Clerk / Clerk to the Board



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, June 8, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Tony Johnson
Jessica Lloyd
Betsy Grannis
James Lipscomb
John Millican
Neal Stancil
Heidi Lee Peach
Erin Belcher
Laura Johnson

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Stacy Beard, Public Information Officer
Bobby Bunn, Council Member

MEMBERS ABSENT:

Judy Ryan
Alison Kilpatrick
Jennifer Gallimore, Economic Development
Specialist

1 CALL TO ORDER

- a) The meeting was called or order at 6:05 p.n. by Tony Johnson.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

4 OLD BUSINESS

- a) Discussion of New Officers and New Member Process
Presenter: Patrick Pierce, Economic Development Director

Tony Johnson welcomed everyone and introduced Christi Burwell who has applied to be a volunteer board member and wanted to listen in. Tony asked Patrick Pierce to provide a rundown of process for expiring terms. There are a total of 4 expiring terms, three, e Tony Johnson, Jessica Lloyd and James Lipscomb, are letting their terms expire and the fourth term, Judy Ryan, is re-applying. Several people have applied. They will be interviewed by Economic Development staff, DDA members and the Council liaison in the coming weeks and their recommendations will move forward to the Town Council for approval at the July 20th meeting. All agree we were looking forward to having a full board. Patrick Pierce took time to sincerely thank all outgoing members for their years of service to the board and the long volunteer hours they have put in. He said there will be a special recognition of these long-time outgoing members at the first Town Council meeting that is held in person in Town Hall.

5 STAFF REPORTS

6 COMMITTEE REPORTS

a) Design Committee

Presenters: Heidi Peach & John Millican

- Façade Grant - 472 E. Second Street
- Update on Façade Grants - Yellow House & Bexley House
- Historic Sign Update
- Spinning Mill Property Archaeological Site

Patrick Pierce reviewed the process for Façade Grants – a building owner applies, Town staff reviews, the application moves to the Design Committee which recommends approval, it then moves to the full downtown advisory board for approval and once the project is complete, the grant money is dispersed to the applicant. Tony outlined the three façade grants for an art business opening soon in a residential home on Smith Street owned by board member Heidi Peach. The board voted unanimously to approve with Heidi recusing herself and Betsy Grannis motioning with David Millican seconding.

James Lipscomb mentioned one of his Main Street buildings, the former Clayton Area Ministries on E. Main Street, may apply for a façade grant in the next year, and completion of work on 421-425 E. Main Street (three façade grants) was delayed but would be complete in August and façade grant funds could be dispersed then. The status of Yellow House application would be followed up on by staff.

ACTION: Recuse Heidi Peach from Voting on Façade Grant

Motion: Board Member Grannis

Second: Board Member Millican

Vote: Unanimous

b) Vitality Committee

Presenters: Neal Stancil & Patrick Pierce

- Update of Advocate Program
- Communications Guidelines Between Advocates & Staff

Neal Stancil and Tony Johnson reviewed draft guidelines for communication between the town, downtown board and the volunteer advocates. Neal Stancil stated that he had asked for some revisions to the guidelines with Patrick Pierce, asking for assurances that the list of contact information gathered by staff not be dispersed and be protected – he understood the list was public but was assured it would only be used for communication to businesses on downtown alerts or promotions by the advocates working in conjunction with the board and staff. Neal stated the advocates would be getting back out and that while some members had announced they no longer had time or interest in helping, there were new volunteers looking to become active with the advocate program.

c) Promotions Committee

Presenter: Jessica Lloyd

- Discussion Regarding Pedestrian Right of Way in Downtown

- Promotion for After COVID19 Business Support

Promotions committee discussed upcoming effort to promote downtown businesses with gift card bundles purchased a full price from downtown businesses and then sold at a discount to encourage the public to come back out to downtown. Jessica stated that Canopy was finishing up with designs for T-shirts that would be part of the promotion. Staff asked for feedback on officially canceling the July Town Square Concert, after performer Aaron Hamm requested a decision on whether the concert would be cancelled. Staff will follow up with Aaron.

7 NEW BUSINESS

- a) Recognition of Outgoing DDA Members
Presenter: Patrick Pierce, Economic Development Director
- Tony Johnson
 - Jessica Lloyd
 - James Lipscomb

8 PUBLIC COMMENTS

- a) Outgoing co-chair Jessica Lloyd mentioned some dangerous crossing on Main Street, especially near Fayetteville street and requested that Town staff look into doing a safety and education video about cars needing to stop for crosswalks. This, she said, was her parting request as a board member!

Betsy Grannis and Tony Johnson reminded the group about the June committee meetings and that these committees should gather to keep momentum going and would be the last meeting for some of the outgoing members to get plans in place for continuing work.

9 ADJOURN

- a) With nothing further, the meeting was adjourned at 7:20 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis
 Second: Board Member Peach
 Vote: Unanimous

Duly adopted this the 14th day of September, 2020.

 Laura Johnson, Chair

ATTEST:

 Kimberly A. Moffett, CMC, NCCMC
 Town Clerk / Clerk to the Board

June 8, 2020
 Minutes



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, August 10, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Betsy Grannis
Neal Stancil
Alison Kilpatrick
Erin Belcher
John David Millican
Laura Johnson
Christi Thompson
Judy Ryan
Heidi Peach
Shannon Austin
Bernice Lopes

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Jenn Gallimore, Economic Development Specialist
Bobby Bunn, Council Member
Kimberly Moffett, Town Clerk

MEMBERS ABSENT:

1 CALL TO ORDER

- a) Roll Call

Ms. Johnson called the meeting to order at 6:02 p.m. Roll call was completed.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) Draft Minutes
• July 13, 2020

ACTION: Adoption of July 13, 2020 Minutes

Motion: Board Member Grannis
Second: Board Member Millican
Vote: Unanimous

4 OLD BUSINESS

- a) Historic District Signage Update & Feedback
Presenter: David Millican

Mr. Millican provided update and stated this item would be brought before Town Council in September or October. There was brief discussion regarding purpose and desired

achievement from signage. Mr. Pierce provided detailed information regarding districts and proposed signage. It is important that we be able to answer any questions from residents once the signage beings to be installed.

5 STAFF REPORTS

a) DDA Advisory Board

Presenter: Jenn Gallimore

- Welcome New Members
- Vote on Chair & Vice Chair

ACTION: Nomination of Laura Johnson as Chair

Motion: Board Member Grannis

Second: Board Member Ryan

Vote: Unanimous

ACTION: Nomination of Bernice Lopes as Vice Chair

Motion: Board Member Grannis

Second: Board Member Ryan

Vote: Unanimous

b)

Ms. Gallimore introduced and welcomed all the newest members to the board.

c) 501c3 Executive Committee

Presenter: Jenn Gallimore

Ms. Gallimore provided details about appointments to the 501c3 Executive Board. The proposed slate is as follows:

- Laura Johnson - President
- Bernice Lopes - Vice President
- Heidi Lee Peach - Secretary
- Judy Ryan - Treasurer
- Jessica Lloyd - Officer at Large
- Jenn Gallimore - Staff Liaison

ACTION: Recommend Appointment of Slate as Listed Above

Motion: Council Member Grannis

Second: Council Member Ryan

Vote: Unanimous

d) DDA Committees

Presenter: Jenn Gallimore

Ms. Gallimore provided recommendation for Committee Chair and Vice Chairs as follows:

Promotion Committee

Erin Belcher - Chair

Allison Kilpatrick - Vice Chair

Economic Vitality Committee

Laura Johnson - Chair

Neal Stancil - Vice Chair

Design Committee

David Millican - Chair

Heidi Lee Peach - Vice Chair

Organization Committee

Judy Ryan - Chair

Alison Kilpatrick - Vice Chair

ACTION: Recommended Appointment of Committee Chair and Vice Chairs as listed

Motion: Board Member Grannis

Second: Board Member Stancil

Vote: Unanimous

6 COMMITTEE REPORTS

a) Design Committee Report

Presenters: Jenn Gallimore & David Millican

- Committee Report
- Facade Grant Update
 - Process Tracking Review
- Facade Grant Review (436 E. Main St. - Chefella's)

Mr. Millican stated that grant for Chefella's was discussed at recent meeting. The application is complete and the proposed design appearance was shared with the board. A grant of \$2,500 has been requested. The Design Committee recommended approval of the grant. There were no questions.

ACTION: Approval of Façade Grant for Chefella's

Motion: Council Member Grannis

Second: Council Member Stancil

Vote: Unanimous

b) Economic Vitality Committee Report

Presenter: Laura Johnson

Ms. Johnson stated several members of the committee visited numerous Main Street businesses and passed out fliers regarding Phase 2 of Downtown Days. An interim committee meeting will be held on August 12 from 6:30 - 7:30 p.m. at Vinson's. Mr. Pierce offered sincere appreciation to Ms. Belcher and everyone for the great promotion.

c) Promotions Committee Report

Presenter: Erin Belcher

Ms. Belcher stated Downtown Days Phase 1 was complete and Phase 2 was about to begin. She stated a total of 15 businesses had already responded. Purchase of gift cards has started and should be up by the middle of the week. She stated she was waiting on confirmation from both Manning's and Jones Café with regard to participation. She stated she was extremely pleased with the interest and stated several new businesses expressed an interest and were excited to join the promotion. She provided brief update about T-shirts. An additional meeting will be held shortly to confirm all details. Ms. Gallimore stated that T-shirts would be distributed shortly.

d) Organization Committee Report

Presenter: Judy Ryan

Ms. Ryan stated this committee had not yet met. She looked forward to meeting with everyone at various committee meetings and learning more about everyone's individual interest. She will be working on the budget and would be in touch with Ms. Lloyd shortly. Budget will be prepared and presented at the October meeting. She would also like to brainstorm about ideas and suggestions for fundraising options. The Main Street Conference will be held in Fayetteville, March 9-11, 2021. A questionnaire will be sent out shortly to determine interest in attendance for the conference.

7 NEW BUSINESS

a) FY 20/21 Board Schedule

Presenter: Jenn Gallimore

b) Committee Schedules

Presenters: Jenn Gallimore, David Millican, Laura Johnson, Eric Belcher and Judy Ryan

- Design Committee
 - 4th Tuesday, 6:00 p.m.
- Economic Vitality Committee
 - 4th Wednesday, 6:30 p.m. (Rotating Monthly Rotation)
- Promotions Committee
 - 4th Tuesday, 12:30 p.m.
- Organization Committee
 - 4th Tuesday, 9:30 a.m.

There was discussion and request to change the time of the Organization Committee Meeting to 11:00 a.m.

ACTION: Adopt Amended Schedule with Noted Change

Motion: Council Member Ryan

Second: Council Member Stancil

Vote: Unanimous

8 PUBLIC COMMENTS

9 ADJOURN

a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 6:43 p.m.

ACTION: Motion to Adjourn

Motion: Council Member Grannis

Second: Council Member Millican

Vote: Unanimous

Duly adopted this the 14th day of September, 2020.

Laura Johnson
Chair

ATTEST:

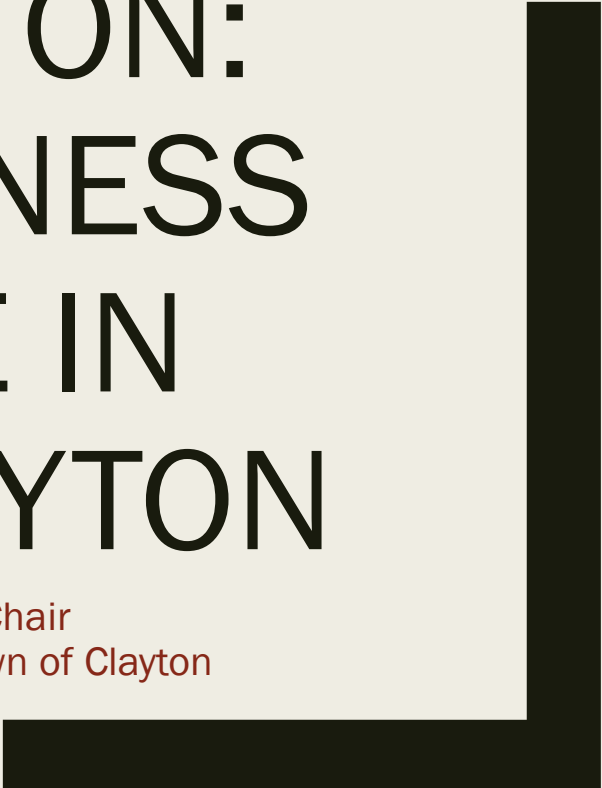
Kimberly A. Moffett, CMC, NCCMC
Town Clerk
Clerk to the Board

August 10, 2020
Minutes



HISTORIC CLAYTON: RAISING AWARENESS WITH SIGNAGE IN DOWNTOWN CLAYTON

David Millican, Chair, DDA Design Committee Chair
Jenn Gallimore, Economic Development Specialist, Town of Clayton





Purpose of the Presentation (DDA)

- Educate DDA Advisory Board about Downtown Clayton's Nationally Registered Historic District
- Provide examples of how and where Historic Districts have been used to drive economic development and reinvestment
- Discuss specific ideas for Downtown Clayton
- Review what a historic designation means for local residents and businesses within the District
- Outline proposal for purchasing and installing signage in the District
- Request approval for recommendation to present to Town Council





Purpose of the Presentation (Town Council)

- Educate Town Council about Downtown Clayton's Nationally Registered Historic District
- Provide examples of how and where Historic Districts have been used to drive economic development and reinvestment
- Discuss specific ideas for Downtown Clayton
- Review what a historic designation means for local residents and businesses within the District
- Outline proposal for purchasing and installing signage in the District
- Request approval and funding to proceed with project





Goals of Historic Clayton Signage Program

- Increase awareness of Historic District to:
 - *create pride of ownership within the Historic District amongst homeowners and business owners*
 - *improve community appearance*
 - *educate property owners on historic tax credit opportunities and increase tax credit utilization*
 - *facilitate tourism and new business recruitment*
- Celebrate 10-year anniversary of Clayton National Historic Register District – Approved and added to Register in 2010 by the National Park Service



Peer Communities





GOLDEN STANDARD HISTORIC COMMUNITIES



National Register vs. Local Historic Districts

- The **National Register of Historic Places & Landmarks** and **local historic district designations** are two very different programs that recognize and protect historic properties
- Some historic properties and districts may receive both types of designation in communities where local historic preservation commissions have been established according to North Carolina enabling legislation
- No direct correlation between National Register listing and local designation



National Register vs. Local Historic Districts

National Register (NR)

- Federal program administered by the National Park Service in partnership with state governments
- SHPO is responsible for conducting survey of properties, coordinating nominations of eligible properties, and conducting environmental review of projects that may affect properties listed or eligible for listing on the NR
- Listing is primarily an honor, meaning that a property has been researched and evaluated to be worthy of preservation for historical value
- Does not restrict private owner in any way unless owner seeks a federal benefit (i.e. tax credits and grants)
- Property changes are not subject to Certificate of Appropriateness (COA)

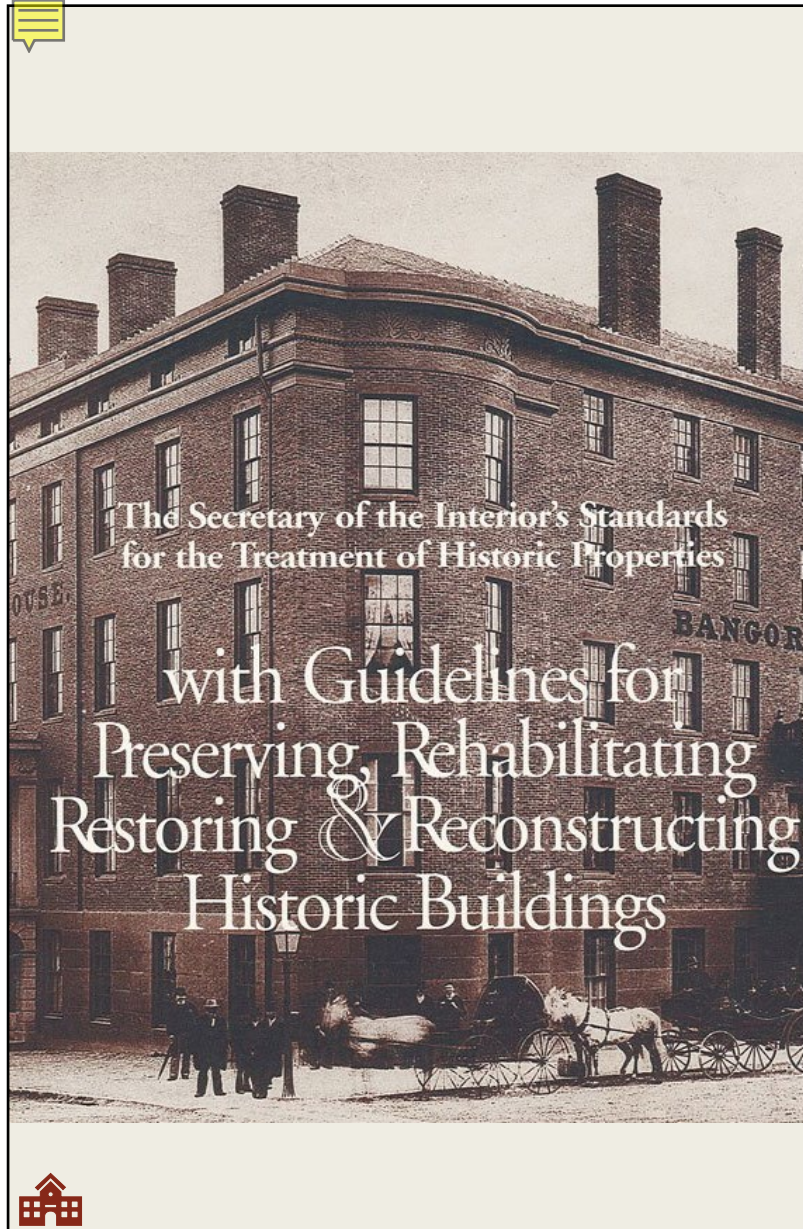
Locally Designated

- Established by local governments/governing boards
- Properties do not have to be on the National Register, but some municipalities use that as a boundary or landmark determining guide
- Type of zoning that applies to entire neighborhoods or other areas that include many historic properties
- Provides controls on the appearance of existing and proposed buildings through use of Historic District Guidelines and COAs
- Can help improve property values by stabilizing character through protecting properties from inappropriate/historically inaccurate changes

- The Town of Clayton **DOES** have a National Register (NR) Historic District (established through state surveyance in 2010) but **DOES NOT** have an established locally designated historic district.
 - Any Town regulations placed on property owners downtown, that may also fall within the state NR Historic Boundary*, come from the UDO, not any set of specific 'locally designated historic district guidelines'.

**Further detail of NR boundary in upcoming slide*





Implications for Residents and Business

- **National Register** (NR) listing is primarily an honor
- Property has been researched and evaluated according to established procedures and determined to be worthy of preservation for its historical value
- Listing in the NR **does not** obligate or restrict a private owner in any way unless the owner seeks a federal benefit such as a grant or tax credit
- Major benefit of NR listing is eligibility for incentives
 - 20% **Federal** investment tax credit
 - Can be claimed against the cost of a certified rehabilitation of an income-producing historic properties
 - **State** investment tax credits
 - Both income-producing and non-income-producing historic properties



Clayton Spinning Mill



Historic Tax Credits 101 - Eligibility

- Available for qualifying rehabilitation of both contributing* **income producing** and **non-income producing** structures within the district
- **Federal** income tax credit for the rehabilitation of historic structures first appeared in 1976
 - Today, consists of a **20% credit** for the qualifying rehabilitation of **income-producing** historic properties
- Since 1976, over **3,100** completed "certified rehabilitation" projects have been reviewed by the **N.C. State Historic Preservation Office** (SHPO)
 - Represents almost **two billion dollars** of investment in NC historic properties
 - Activity from projects brought:
 - Job creation
 - Downtown and neighborhood revitalization
 - Improved community appearance
 - Greater community pride
 - Incentivized growth and investment



Clayton Spinning Mill



Historic Tax Credits 101

- The 1998 expansion of **state** tax credits in NC enhanced the existing **federal** credit for rehabilitation of historic structures and:
 - Encouraged over \$1.36 billion of private investment in NC
 - 2,146 projects with a total estimated rehabilitation cost expended by private investors of \$1.36 billion have been completed
 - In federal fiscal year 2011, NC was third in the nation in the number of completed certified rehabilitations
 - NC consistently ranks in the top five in the nation
 - From the inception of the federal program in 1976 through 1997, 689 projects were completed with \$288 million in rehabilitation costs

Historic Tax Credits 101 – Income Producing

- Owners and developers may potentially receive a **20% federal income tax credit** and a **15-25% state income tax credit** for certified rehabilitations of income-producing historic structures



Example for Income-Producing Properties

\$1,000,000 Rehabilitation Expenses	
	20% Federal Tax Credit
x	15% Base Level State Tax Credit *
	\$350,000 Tax Credit Amount **

* The state tax credit is graduated according to project budget. For the first \$10M in qualified rehabilitation expenditures, the credit is 15%. For the next \$10M in qualified rehabilitation expenditures (i.e., up to \$20M), the credit is 10%. There is no tax credit for qualified rehabilitation expenditures exceeding \$20M.

** The following **bonus state tax credits** are potentially available to property owners and developers:

- **5% Development Tier Bonus** for projects in Tier 1 or 2 Counties with qualified rehabilitation expenditures up to \$20M.
- **5% Targeted Investment Bonus** for manufacturing or agricultural properties at least 65% vacant for two years preceding eligibility certification, and with qualified rehabilitation expenditures up to \$20M. Eligibility certification for this bonus credit is made by the State Historic Preservation Officer.

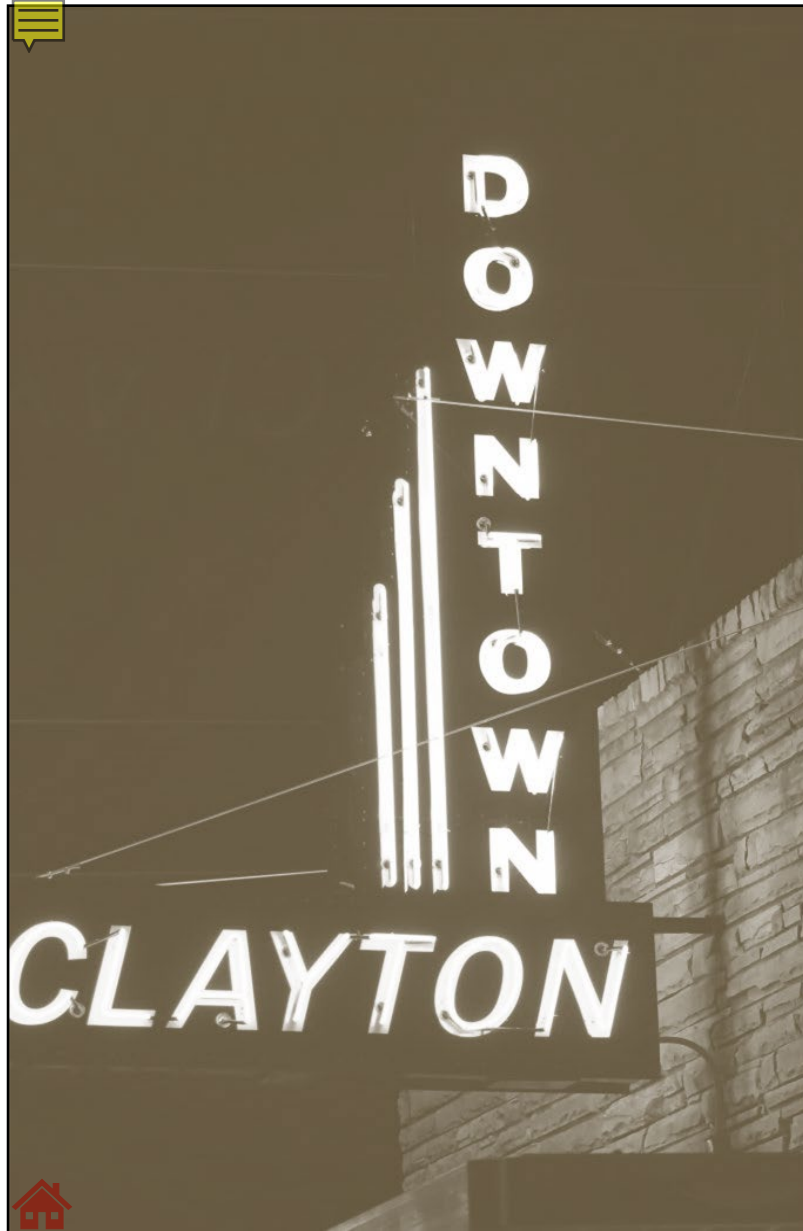


Historic Tax Credits 101 – Non-Income Producing

- Homeowners may receive a **15% state tax credit** for qualified rehabilitation of owner-occupied residential properties

	Example for Owner-Occupied Residential Property $\begin{array}{r} \$100,000 \text{ Rehabilitation Expenses} \\ \times \quad 15\% \text{ State Tax Credit} \\ \hline \$15,000 \text{ Tax Credit Amount} \end{array}$	
<i>before</i>		<i>after</i>

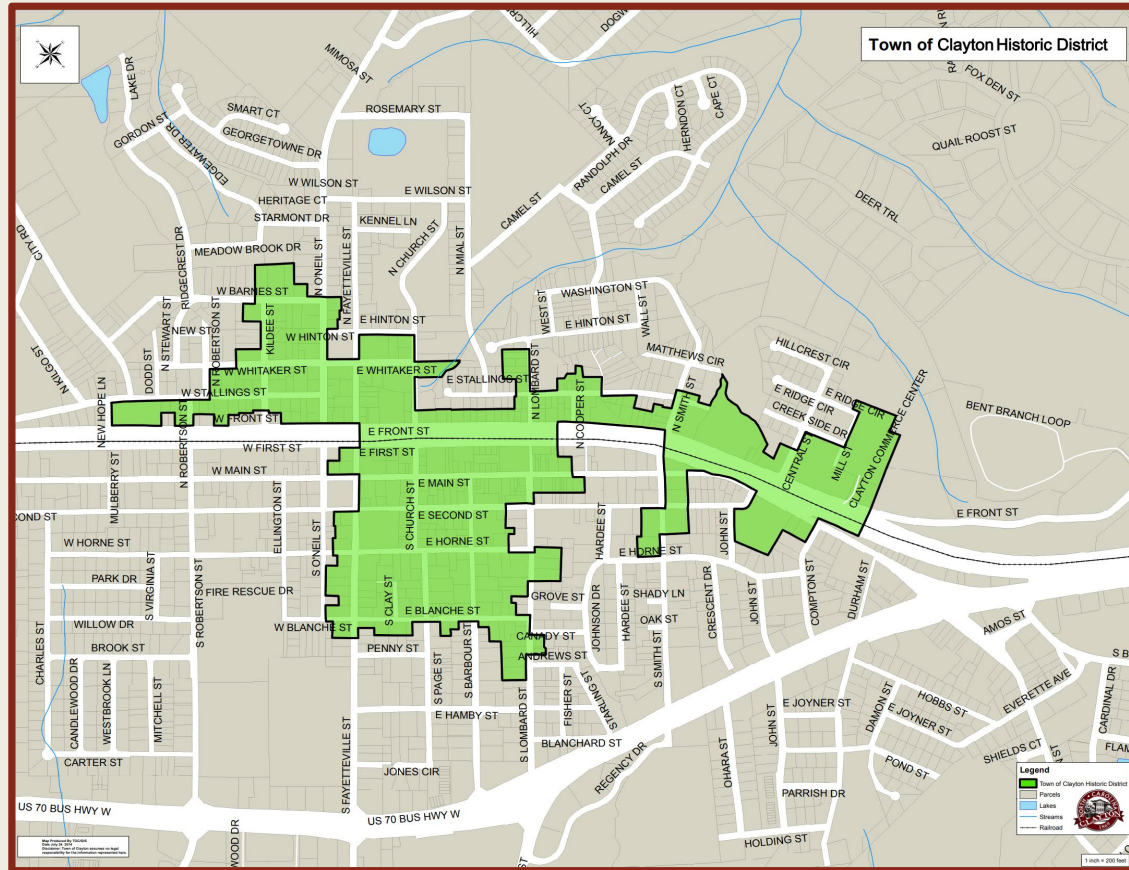




Opportunities for Downtown Clayton

- Walking tours and community involvement
- Pair with greenway extension marketing
- Business and residential attraction to historic district
- Increase in property values
- Potential reinstating participation in Main Street Program if desired
- Rehabilitation investment using incentives
- *DDA: Others?*

Program Specifics – Historic Signage Boundary

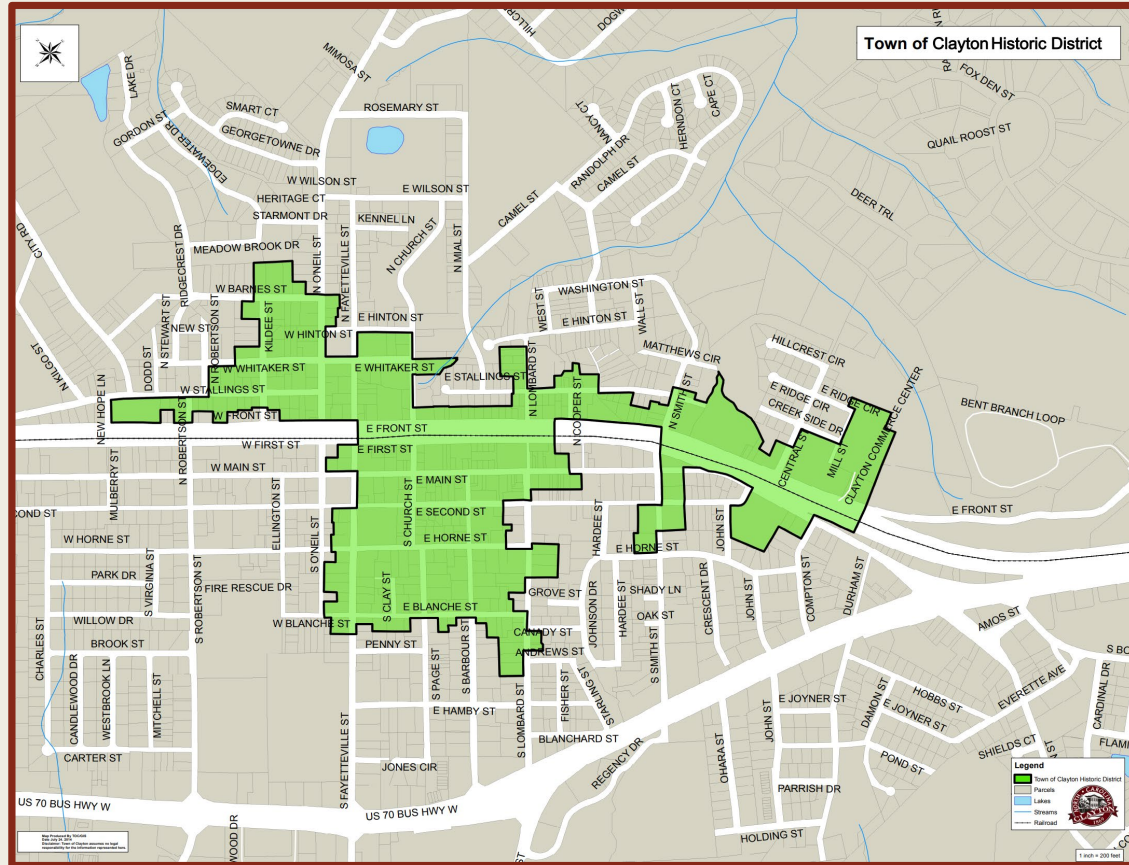


- Established in 2010
 - 3 years of research and preparation of nomination application
 - Assistance from SHPO
 - Listed on National Register of Historic Places by National Park Service
- Approx. 110 acres
- Includes portions of the downtown commercial district and residential neighborhoods north and south of the railroad
- Bounded by Mulberry Street, W Barnes Street, Mill Street, Lombard Street, and Blanche Street
- 294 contributing buildings and sites
- 109 non-contributing buildings

[Nomination Application](https://www.townofclaytonnc.org/uploads/files/Downtown%20Clayton/2010NationalHistoricRegisterApplication.pdf)

<https://www.townofclaytonnc.org/uploads/files/Downtown%20Clayton/2010NationalHistoricRegisterApplication.pdf>

Program Specifics – Historic Signage Boundary



STREET	BLOCKS	SIGN QUANTITY Green Street Signs
Barbour S	100 - 300	4
Barnes	200 - 300	1
Blanche E	100 - 300	4
Central	200	0
Church N	10, 315	0
Church S	100 - 200	0
Fayetteville N	100 - 400	2
Fayetteville S	200 - 400	2
First	100	3
Front E	100 - 500	7
Front W	100 - 400	2
Horne E	100 - 300	3
Kildee	300 - 400	1
Lombard N	200 - 300	0
Lombard S	100 - 500	6
Main E	100 - 600	7
Main W	100	0
Mill	300	0
O'Neil N	300 - 500	3
Page S	300	0
Second E	100 - 500	5
Second W	100	0
Smith N	200 - 300	0
Smith S	200	1
Stallings E	200 - 400	3
Stallings W	200 - 500	7
Whitaker E	100 - 200	2
TOTAL		63



Dilworth Charlotte Residential



Town of Warrenton



Garden Home



Downtown St. Johns

PROGRAM SPECIFICS – SIGN DESIGN



Program Specifics – Sign Design

- Toppers are more economical
- Screw onto existing green street signs
- Eliminates need to replace entire street signs and posts



Program Specifics – Sign Design

- Mockup Design – Current Sign Company



- 75 toppers – allows for replacements requested by Public Works
- Estimated \$14.50 topper + \$6.20 sign crossing = \$20.70
- \$20.70 x 75 = \$1,552.50 Total

STREET	BLOCKS	SIGN QUANTITY
		Green Street Signs
Barbour S	100 - 300	4
Barnes	200 - 300	1
Blanche E	100 - 300	4
Central	200	0
Church N	10, 315	0
Church S	100 - 200	0
Fayetteville N	100 - 400	2
Fayetteville S	200 - 400	2
First	100	3
Front E	100 - 500	7
Front W	100 - 400	2
Horne E	100 - 300	3
Kildee	300 - 400	1
Lombard N	200 - 300	0
Lombard S	100 - 500	6
Main E	100 - 600	7
Main W	100	0
Mill	300	0
O'Neil N	300 - 500	3
Page S	300	0
Second E	100 - 500	5
Second W	100	0
Smith N	200 - 300	0
Smith S	200	1
Stallings E	200 - 400	3
Stallings W	200 - 500	7
Whitaker E	100 - 200	2
	TOTAL	63



Program Details – Costs & Installation Timeline

- Need to work with Public Works to establish installation costs for staff and timeline

Request for Approval (DDA)

- Request recommendation from the DDA Advisory Board to present to Council for approval of the Historic Clayton Signage Program and requisite funding



Request for Approval and Funding (Council)

- Request Council Approval of the Historic Clayton Signage Program and funding in the amount of [\$1,522.50 + \$#,###] to purchase and install signage

QUESTIONS?

THANK YOU!



CDDA Agenda Item Cover Sheet

Committee Meeting Date

August 25th, 2020

Committee Meeting Location

Virtual (Go-to-Meetings Platform)

Agenda Location

Committee Reports

Item Title

Design Committee Report

Presenters

J. David Millican, DDA Board Member & Design Committee Chair

Jenn Gallimore, Economic Development Specialist

Summary/Description**Façade Grant Review**

419 E. Main St.

-Committee decided to recommend approval for full amount (50/50 < \$2,500) to full DDA Board

-Applicant getting new door and window to match 421-425 E Main St.

Façade Grant Update

-Jenn will review Façade Grant Process Tracking Sheet

Historic National Register District Signage Presentation Discussion

-Reviewed Draft

-Committee walked through content of presentation. David M. and Jenn will present this to the DDA Board for feedback prior to Town Council

Requested Action:

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet: Façade Grant Tracking Sheet; 419 E Main St. Façade Grant Application, Historic District Signage Presentation Draft

Façade Grant Process and Pending Projects – August 25, 2020

Fiscal Year 2020/2021 in Green

FY20/21 Façade Grant Budget - \$25,000

FY20/21 Grant Funds Dispersed - \$7,500

FY20/21 Remaining Grant Funds - \$17,500

FY20/21 Grant Funds Intended - \$27,500 **over current FY20/21 budget by \$10,000*

*-Based off steps 1 – 6 in the Process Tracking Sheet *If all are approved and completed by July 2021 we'd need an additional \$5,000 in FY20/21 Façade Grant Budget. PJP will ask for potential additional funding for FY20/21 Façade Grant Budget at the 9/8/20 Town Council meeting.*

- 1) Expressed interest to DDA Advisory Board member or Town Staff**
 - a. **472 E Second St. (\$7,500 estimated) – FY20/21** **Expressed intention of applying for another round of façade grants for prospective projects to be completed. PJP informed applicant that because she had just received \$7,500 for FY19/20, her application would be considered in May 2021 to ensure other establishments have the opportunity to apply. Needs to hold official Pre-App meeting with JAG.*
 - b. **408 E Second St. & 105 S Lombard St. (\$5,000 estimated) – FY20/21** **Expressed interest in applying for 2 grants (Lil' Hombre & The Cardinal). JAG sent façade grant application and info week of 8/24-29/20.*
- 2) Application pending staff approval**
 - a. **704 E Main St. (\$10,000 estimated) – FY20/21** **Held Pre-App meeting 7/6/20 – Waiting to receive application materials – Applicant hopes to have that submitted in time for September Design Committee review; must receive completed application materials by 9/16/20*
- 3) Staff Approved Application; Pending Design Committee review**
- 4) Design Committee Approved; Pending DDA Advisory Board Approval**
 - a. **419 E Main Street (\$2,500 estimated) – FY20/21** **Held Pre-App meeting 7/28/20 – Recommended for approval by Design on 8/25/20*
- 5) Under Construction**
 - a. **436 E Main St. (\$2,500 estimated) – FY20/21** **Approved by Design on 7/28/20 and DDA Board on 8/10/20. Allocation will be issued upon project completion should the work be done in accordance to the initial façade grant approval by Staff, Design, and DDA Board.*
- 6) Construction Complete; Pending Receipt of Project Receipts and Staff/CDDA approval**
- 7) Payment Pending**
- 8) Complete Projects**
 - a. **421, 423, 425 E. Main St. (\$7,500 issued) – FY20/21**



Staff Notes Indicated in Red

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: 419 E Main Window Replacement
Building Address: 419 E Main Street Parcel Tag #:
Project Description (use additional sheets if needed): Replacement of front window w/ bronze framing to match neighboring storefront. (see attached quote for additional info)

ID / Tag: 05011020A
NC Pin: 166917-11-5836

*See Staff notes from Pre-App Meeting held over the phone on 7/28.20 with JAG for additional info if needed.

APPLICANT INFORMATION

Applicant: Tiffany & Kevin Matier
I am the: ☒ Property Owner ☐ Tenant
Mailing Address: 4424 Clifton Rd, Knightdale NC 27545
Phone Number: 919-300-9934 Fax:
Contact Person: Kevin Matier
Email Address: Ktmatier@yahoo.com
Length of Time at Address: 4 years Length of Time Remaining on Lease: N/A

FOR OFFICE USE ONLY

Date Received: 8/4/2020 Amount Paid: (no fee required) File Number:

PROPERTY OWNER INFORMATION

Name: Kevin & Tiffany Mater
Mailing Address: 4424 Clifton Rd, Knightdale NC
Phone Number: 919-300-9934 Fax: _____
Email Address: Ktmater@yahoo.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: <u>7/28/20</u>	✓	
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.	Submitted 8/5/2020	
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).	Staff Approved One	
8. Owner's Consent Form (required if applicant is not the property owner).	Owner of Property KTH	
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

Kevin Mater
Applicant's Name (Print Name)

[Signature]
Signature of Applicant

8-4-2020
Date

Kevin Mater
Property Owner's Name (Print)

[Signature]
Signature of Property Owner

Date *8-4-2020*

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:

Jenn Gallimore

Name (print)

Jennifer Gallimore
Signature

08/10/24

Date

Comments/Conditions:

Staff Recommends Approval

Downtown Development Association (DDA) Design Committee:

Committee Review:

Date

☐ Approved

☐ Denied

DDA Design Committee Chair:

Name (print)

Signature

Date

Comments/Conditions:

DDA Board Review:

Date

☐ Approved

☐ Denied

Comments/Conditions:

DDA Board Chair and/or Vice-Chair:

Name (print)

Signature

Date

Clayton Glass and Mirror, Inc.

435 E Second Street
Clayton, NC 27520

Estimate

Date	Estimate #
8/3/2020	3025

Name / Address
Kevin Matier 419 E. Main Street Clayton, NC 27520

JAG approved submission of only 1 quote due to COVID-19 difficulties. Using same company approved and used for facade grant at 421- 425 E Main. Cheaper than Carolina Glass & Mirror quote on their application submission.

			Project
Description	Qty	Rate	Total
Provide and Install: 2" x 4 1/2" Bronze Thermally Broken Storefront Framing with 1" Clear Low-E Insulated Glass.		5,171.95	5,171.95T
Provide and install (1) 3'0" x 7'0" Narrow Stile Aluminum Storefront Door and Transom Frame with Surface Mounted Door Closer, Push Bar, Pull Handle, Deadbolt Lock with Cylinder & Thumb Turn, Threshold, Door Sweep and 1/4" Clear Tempered Glass.			
All Demolition, Caulking and Cleanup is included.			
Craze Beauty Boutique 419 E. Main Street Clayton, NC 27520 Sales Tax		6.75%	349.11
A 50% deposit is required prior to placing your order. This estimate is valid for 30 days		Total	\$5,521.06



Example materials:
-Storefront Framing with 1' clear low-E Insulated Glass
-Narrow Stile Aluminum Storefront Door and Transom Frame with Surface Mounted Door Closer, Push Bar, Pull Handle, Deadbolt Lock with Cylinder & Thumb Turn, Threshold, Door Sweep and 1/4 Clear Tempered Glass.



CDDA Agenda Item Cover Sheet

Committee Meeting Date

August 26th, 6:30 PM

Committee Meeting Location

First Street Tavern

Agenda Location

Committee Reports

Item Title

Vitality Committee Report

Presenters

Laura Johnson, DDA Board Chair & Economic Vitality Committee Chair

Summary/Description

Advocate next steps- which include a formal introduction/rollout event. We are targeting 9/18-9/19 where all advocates will hit downtown together armed with information on the DDA, Advocate Program and calendar of planned future events. The Advocate business cards were also distributed to the committee members.

Horne Square kiosk - Jenn/Patrick had a meeting to determine parameters on what types of displays are possible. Will get an update and discuss further.

Discussed adding "home based" businesses to the advocate program. The committee decided to review these on a case by case basis.

Greenway trails extension completion - We began brainstorming ways we can bring attention to the new trail. Neal was going to meet with Emily and update us further.

Requested Action: None

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Promotion Committee

Committee Meeting Date
August 25, 2020

Committee Meeting Location
Go-to Meetings Video Platform

Agenda Location
Committee Reports

Item Title
Promotion Committee Report

Presenters
Erin Belcher, DDA Board Member & Promotions Committee Chair

Summary/Description

Downtown Days - Phase I - Complete

Sold out of bundles in two weeks. Still left for customer pickups are 2 complete packages and 3 T-Shirts. Each customer has been sent a reminder email on September 3rd with the hours and location of pickup. They were also notified that as of September 15th and items left would need to be picked up at the Town and they would need to schedule an appointment.

Downtown Days - Phase II

We incorporated our 4 businesses who were not in Phase I into Phase II. Business included in Phase II were Design Haus, Pink Flamingo, Jewelry Design, Main Street Jewelers, InStill, Deep River, 3 Little Birds, Clayton Steakhouse, Dylan's, Patticake, Vinsons, Chefellas, Revival, Bexley House, 1st St Tavern, Nina's/Primos, Blvd, Manning, Unique Gifts by Jacquelynn and Nancy Jo's. We sold out in less than 7 days. Thank you to Dr. Amanda Keates at Quintessential Wellness who purchased 9. We also obtained a new vendor for our T-shirts (Next Gen Custom Apparel), Thank you Bernice for the contact. I would save us about \$100 on shirts. Order has been placed and shirts should be in around the 12th.

Businesses flyers were revised and with the assistance of the Vitality Committee, passed out to businesses as well.

Downtown Days - Phase III

Phase III is scheduled to roll out September 28th for customers to purchase. Jenn will send out 'Keep an Eye Out for Downtown Days Phase 3 Call for Interest' in the Newsletter on September 11th. -Erin will send out 'Downtown Days Promotion Flyer' through revised 'Email Body' she has already prepped on September 17th with the Advocates going out for roll-out, introduction, and Downtown Days interest on (9.18) & (9.19). 'Bundle Put-Together Party' (Promo & Vitality); (9.23) or (9.24) with release of the bundles for sale on 9/28. We have 3 businesses who expressed interest in the last Phase, however, we had purchased already so they will be the 1st on this Phase.

Virtual Tree Lighting (December 3rd)
Small Business Saturday (November 28th)

Requested Action: None

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

Committee Meeting Date

August 25th, 2020

Committee Meeting Location

Virtual (Go-to-Meetings Platform)

Agenda Location

Committee Reports

Item Title

Organization Committee Report

Presenters

Judy Ryan, DDA Board Member & Organization Committee Chair

Summary/Description

Volunteer List

An email has been sent to all previous "Tree Lighting" volunteers requesting their interest in continued dedication in assisting. A new list has been created with those that have responded but the list needs 'new and additional blood'.

Upcoming Events – need to secure volunteers

Shop Small Saturday

Holiday Decorating Contest

Tree Lighting

Retreat

NC Main Street Conference – Statesville. Three day conference (March 9-11)

Interest in attending – Need to know if funds are available. Judy will be visiting with Jessica

Lloyd on Thursday (Oct 10) concerning Treasurer duties and budget.

Requested Action: None

Funding Source (If Applicable): Funding for Main Street

Cost: In Question

Additional Documents to be Included in Agenda Packet: None – Volunteer Contact List Available Upon Request to DDA Members