



DOWNTOWN FAÇADE IMPROVEMENT GRANT

The Town of Clayton's Downtown Division and the Downtown Development Advisory Board created the Downtown Façade Improvement Grant to enhance the appearance of Downtown Clayton buildings and properties. The grant funds permanent improvements—like facades, signage, lighting, and parking—to positively impact public perception of downtown.

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.

Overview:

- Funds will be made available in the Town of Clayton's annual budget 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%/ 50% matching basis as funds are available.
- Each grant must be approved by Town Staff and the Downtown Clayton Advisory Board 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. Community 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.
- 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. Grant funds can not be applied towards permitting fees.

2) Rehabilitation of structures in the Downtown Core should respect the architectural integrity of the primary facades and retain elements that enhance the building.

3) 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.

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

5) 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
- Sidewalks and hardscaping
- Parking improvements
- Removal of inappropriate, dilapidated, or obtrusive additions
- Removal of non-conforming features

6) Consistency with facade elements throughout the downtown district 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.

That said, regarding paint selections:

Generally, preferred/always accepted paint colors include any shade of black, white/cream, and gray. We also encourage you to explore the Sherwin Williams Historically appropriate color palette. Other paint colors may be approved; however, it is not the intention of this grant to approve projects that directly impact a business's specific brand/brand colors.

More specifically:

- Door paint colors should follow the color recommendations above. Other colors may be approved.
- Doors must be painted one color.
- Awning colors should follow the color recommendations above. 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 should follow the color recommendations above.
- Unpainted brick may not be painted if a property is a contributing structure in the historic district.
- One accent color is allowed per building (door frames, window frames, shutters, doors or awnings).

7) Likewise, when appropriate, historic preservation guidelines set forth by the Department of Interior Standards should be considered. Again, unpainted brick should not be painted if the building is a contributing structure to the historic district. And the repair of original windows, doors and cornice should be prioritized over replacement.

Paint recommendations do not apply to murals. Murals should follow the process of approval through the Public Art Advisory Board.

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 business's 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 within the same fiscal year, 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 Community Development Department and the CDDA.
- 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 Community Development Department to claim reimbursement.
- 7) Community 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.



Town of Clayton
Community Development– Downtown
111 E. Second St. Clayton, NC 27520
919-553-5002

DOWNTOWN FAÇADE 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. 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% (Grant) / 50% (Applicant) matching basis .

SUBMIT THE FOLLOWING WITH YOUR FAÇADE GRANT

- Completed Application
- Photographs of existing condition of facade
- Cost estimates for the project (minimum of two estimates are preferred).
- Samples of paint and material colors to be used on improvements or signage, *if applicable*.
- Design plans for what the completed work will look like.
- Owner's Consent Form (*required if applicant is not the property owner*).

Façade Grants can be emailed to:
ashearin@TownofClaytonNC.org

or delivered in person to:
Clayton Town Hall
111 E. Second Street
Clayton, NC 27520

DOWNTOWN FAÇADE IMPROVEMENT GRANT APPLICATION

Applicant Name: _____

I am the Property Owner Tenant

Building Address: _____

Building Zoning: _____

Phone Number: _____ Email: _____

Business Name: _____

Length of Time at Address: _____ Length of Time Remaining on Lease: _____

FAÇADE GRANT PROJECT INFORMATION

Project Description: _____

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. Qualifying projects are eligible for a grant of up to \$2,500 per public facing façade.

Based on this definition, how many facades are you applying for? _____

PROPERTY OWNERS INFORMATION

Name: _____

Mailing Address: _____

Phone Number: _____ Email Address: _____

**If applicant is not the property owner, an owner's consent form is required.*

DOWNTOWN FAÇADE GRANT ADDITIONAL INFORMATION

Please initial each of the following:

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.

I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.

I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.

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.

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.

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.

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.

I understand that this is a reimbursement grant and funds will not be disbursed until the work is complete and invoices are paid. Once the work is complete, you need to send the following: a copy of a paid invoice, canceled checks and pictures of completed work.

Applicant Signature _____ Date _____



Town of Clayton
Community Development Department
111 E. Second Street, Clayton, NC 27520
Phone: 919-553-5002

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: _____ Address or PIN #: _____

AGENT/APPLICANT INFORMATION:

(Name - type, print clearly) (Address)

(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*):

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 that may be imposed as part of the approval of this application.

OWNER AUTHORIZATION:

(Name - type, print clearly) (Address)

(Owner's Signature) (City, State, Zip)

STATE OF _____
COUNTY OF _____

Sworn and subscribed before me _____, a Notary Public for the above State and County, this the _____ day of _____, 20____.

SEAL

Notary Public

My Commission Expires: _____