

**Town of Yadkinville**  
**Downtown Façade Improvement Program**  
**Guidelines and Application**



# **FAÇADE IMPROVEMENT PROGRAM – GENERAL GUIDELINES**

## **WHAT IS A FAÇADE?**

A façade is defined as one side of a building regardless of the number of stories. Each storefront of a building can be considered a separate façade for the purposes of the grant program. The rear and/or side of a building may also be considered for a façade grant, with priority given to the front of the building.

## **PURPOSE OF FAÇADE IMPROVEMENT PROGRAM**

The Façade Improvement Program is an incentive-based measure. It is intended to encourage and provide an economic incentive for the:

- ❑ Renovation of building facades in the Yadkinville downtown
- ❑ Implementation of commonly accepted design standards for the rehabilitation of both historic and non-historic buildings; and
- ❑ Enhancement of the character of downtown Yadkinville

## **EXAMPLES OF IMPROVEMENTS INCLUDE:**

- ❑ Historic reconstruction-restoration of storefronts, door and window openings
- ❑ Removing of metal canopies, false fronts, rooflines, or materials not original to building
- ❑ Safe cleaning of brick and stone fronts
- ❑ Replacement or repair facade materials
- ❑ Signage and appropriate lighting
- ❑ Window, door and roof repairs or restoration
- ❑ Structural repair
  - ❑ Landscaping, planters, benches, outdoor dining areas
- ❑ Removal of deteriorated structures
- ❑ Replacement of windows and doors
- ❑ Exterior painting (does not include currently unpainted masonry)
- ❑ Repair of facade materials
- ❑ Awnings

**WHO IS ELIGIBLE?**

- ❑ Any property owner or tenant in a commercial or mixed use building in the area designated "Downtown" on the Future Land Use Map in the Town of Yadkinville Comprehensive Plan is eligible to apply. Government facilities and private single-family dwellings are excluded from consideration.
- ❑ Either the property owner or the tenant of a building may submit an application. Property owners and tenants may also apply jointly. In any case, only one application may be submitted for each façade.
- ❑ A tenant applicant must obtain the property owner's written consent for a façade renovation and submit it with the application. A property owner should attach any provisions for renovation undertaken while a property is occupied.
- ❑ The owners of any property for which an application is submitted must be up-to-date in their property tax payments on that property or engaged in an active payment plan with the town. Any property owners delinquent in their property taxes may still apply but will need to pay their taxes in full or make arrangements for payment prior to any funds being awarded to them for façade improvement reimbursement.

**CRITERIA:**

- ❑ All façade design proposals must meet applicable zoning and code requirements of the Town of Yadkinville and comply with the Façade Improvement Program guidelines.
- ❑ All façade design proposals for buildings older than 50 years old should follow the Secretary of the Interior's Standards for Rehabilitation.
- ❑ Only exterior façade renovations are eligible for consideration under the Façade Improvement Program. The costs of limited interior alterations such as display window changes may be included only if they are a necessary part of the façade design.
- ❑ Renovation proposals of limited scope and cost are eligible subject to meeting guideline requirements.
- ❑ Priority consideration will be given to proposals that make highly visible and significant design contributions, and which contribute to the program goal of preserving the architectural, historic and commercial character of Yadkinville.
- ❑ A property does not have to be occupied at the time a façade grant application is submitted.

**FUNDING:**

Funding for the Façade Improvement Program is available annually in the amount budgeted by the Town Board of Commissioners in any given budget year. Grants are available on a first-come, first-served basis until all funds are expended. If more than one application is submitted, and the amount of projects exceeds the amount of funds available, then the Façade Design Review Committee can make a recommendation on which project should be funded, giving priority to the project with the greatest visibility and impact. Grants will reimburse up to 50% of eligible expenses with a maximum contribution from the Town of \$10,000. For example, a \$5,000 façade improvement, if approved, would be eligible for a reimbursement of \$2,500 from the Town's Façade Improvement Program. The Town may also consider a larger grant award for large buildings that may have multiple stories or one expansive storefront. Available funding for the program may vary between budget years.

**Tier 1 - Major facade upfit: 50% match, up to \$10,000. Includes:**

- ❑ Removal of false fronts, false roof lines, or materials not original to the building
- ❑ Historic reconstruction-restoration of storefronts, door and window openings
- ❑ Replacement of window and doors
- ❑ Replacement of facade materials
- ❑ Removal of deteriorated structures

**Tier 2 - Minor facade upfit: 50 % match, up to \$5,000. Includes:**

- ❑ Exterior painting (does not include currently unpainted masonry)
- ❑ Repair of windows and doors
- ❑ Repair of facade materials

**Tier 3 - Streetscape enhancements: 50% match up to \$2,500**

- ❑ Awnings
- ❑ Exterior lighting or signage
- ❑ Landscaping or planters
- ❑ Benches or outdoor dining areas
- ❑ Façade grants are paid only when the approved project is completed in accordance with the plans and specifications submitted with the proposal. A preliminary dollar amount of the grant is determined at the time of application.
- ❑ The final award amount is based on documentation of actual costs.
- ❑ A project that alters submitted plans without prior approval will be disqualified for payment. Designs not completed as submitted will also be disqualified.

**APPROVAL:**

- ❑ Applications must be submitted to Town Hall. Town staff will work with a design professional if needed for review and recommendations. Town staff and the Long Range Planning Committee serve as the Façade Design Review Committee and shall review applications and offer a recommendation of approval, approval with conditions, or disapproval. A simple majority vote is needed from the Committee to make a recommendation.
- ❑ The Town Manager will make the final decision concerning grant awards within 30 days of receiving the Façade Design Review Committee's recommendation.
- ❑ All rehabilitations on buildings over 50 years old should follow the "Secretary of the Interior's Standards for Rehabilitation" of commercial buildings (see attached).
- ❑ Changes to buildings less than 50 years old shall be in keeping with the standards for historic buildings and compatible with existing historic buildings in scale, design and materials as well as the Town's building design standards in the Unified Development Ordinance.
- ❑ All applicants' design proposals must meet North Carolina Building Standards.
- ❑ All applicants must obtain cost estimates of labor and materials and provide copies with the application.

**POST-APPROVAL:**

- ❑ Applicants, after approval, have up to four (4) months to start their projects.
- ❑ If an applicant needs more time to start their project, he or she must provide a written statement with a reasonable explanation for an extension.
- ❑ Applicants will receive reimbursements once the projects are completed and approved by the building inspector, if applicable. Copies of invoices for the completed work will need to be turned in to the Town Manager so that appropriate funds can be allocated.

### **THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION:**

Initially developed by the Secretary of the Interior to determine the appropriateness of proposed project work on registered properties within the Historic Preservation Fund grant-in-aid program, the **Standards for Rehabilitation** have been widely used over the years--particularly to determine if a rehabilitation qualifies as a Certified Rehabilitation for Federal tax purposes. In addition, the Standards have guided Federal agencies in carrying out their historic preservation responsibilities for properties in Federal ownership or control; and State and local officials in reviewing both Federal and nonfederal rehabilitation proposals. They have also been adopted by historic district and planning commissions across the country.

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

For more information on the Secretary of the Interior's Standards for Rehabilitation, check-out: [http://www.nps.gov/hps/tps/standguide/rehab/rehab\\_standards.htm](http://www.nps.gov/hps/tps/standguide/rehab/rehab_standards.htm)

**Town of Yadkinville**  
213 Van Buren Street  
Yadkinville, NC 27055  
336-679-8732

**FAÇADE IMPROVEMENT GRANT APPLICATION**

**Information**

Date of Application: \_\_\_\_\_

Applicant Name \_\_\_\_\_  
Property Owner Name \_\_\_\_\_  
Business Owner Name (if different) \_\_\_\_\_  
Business Name \_\_\_\_\_  
Phone # \_\_\_\_\_  
Street Address \_\_\_\_\_  
Business Mailing Address \_\_\_\_\_

**Use of Building**

Current use of building: \_\_\_\_\_

Proposed use of building: \_\_\_\_\_

**Tier level for which you are applying (select one)**

- ☐ **Tier 1:** Major facade upfit: 50% match, up to \$10,000. Includes:
- ☐ Removal of false fronts, false roof lines, or materials not original to the building
  - ☐ Historic reconstruction-restoration of storefronts, door and window openings
  - ☐ Replacement of window and doors
  - ☐ Replacement of facade materials
  - ☐ Removal of deteriorated structures

- ☐ **Tier 2:** Minor facade upfit: 50 % match, up to \$5,000. Includes:
- ☐ Exterior painting (does not include currently unpainted masonry)
  - ☐ Repair of windows and doors
  - ☐ Repair of facade materials

- ☐ **Tier 3:** Streetscape enhancements: 50% match up to \$2,500. Includes:
- ☐ Awnings
  - ☐ Exterior lighting or signage
  - ☐ Landscaping or planters
  - ☐ Benches or outdoor dining areas



Description of Proposed Renovation (Attach color drawing, color sketch, or color conceptual image of proposed renovations, specifically identifying changes and paint color for each detail of the building, along with a photo of the building as it currently exists.):

---

---

---

Total Estimated Cost of Façade Renovation:

---

---

**Checklist for Complete Application**

- ☐ 1) I have read the Town of Yadkinville Façade Improvement Program Outline and fully understand the agreement.
- ☐ 2) The owner's written permission is attached, if applicable.
- ☐ 3) Drawings, sketches, and/or pictures, including color scheme and sign design for project are attached.
- ☐ 4) I understand that façade grants are paid only when the approved project is completed in accordance with the plans and specifications submitted with the proposal. A preliminary dollar amount of the grant is determined at the time of application.
- ☐ 5) I understand that the final award amount is based on documentation of actual costs.
- ☐ 6) I understand that a project that alters submitted plans without prior approval will be disqualified for payment. Designs not completed as submitted will also be disqualified.
- ☐ 7) Funding is awarded on a fiscal year calendar that runs from July 1 – June 30. All work must be completed, inspected and all invoices must be received by June 15 of the applicable fiscal year. I understand that missing this deadline will result in the grant award be disqualified for payment.

*I understand the Town of Yadkinville Façade Improvement Program must be used in the manner described in this application, and the application must be reviewed and approved by the Long Range Planning Committee prior to commencement of any project. I understand that failure to comply with the approved application may result in a forfeiture of all grant funds. Funds will be paid up to 30 days after work related receipts have been submitted to Town Hall.*

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# TOWN OF YADKINVILLE

## DOWNTOWN DESIGN GUIDELINES

### I. Introduction

The character downtown Yadkinville is important to the entire county because it reflects the history, image and affects our overall economy. Renovation and new development should occur in a manner which is consistent with the neighborhood and architectural context of the immediate area and which is supportive, whenever possible of Yadkinville's original community character as a small rural and culturally rich town. The overall design theme for the Downtown should be consistent with the dominant character of its original buildings.

One of the most critical issues in downtown revitalization is finding ways to make traditional commercial buildings viable. The renovation or redevelopment of an older building represents a long term investment. A property owner needs to thoroughly understand the complexity of the project he/she is undertaking and to seek help when needed. Consulting with design professionals is highly recommended. These guidelines are an integral part of the permitting process conducted by the Town of Yadkinville and must be followed by property owners, tenants and contractors, who are improving, renovating or constructing buildings in the Downtown area. They are also used by the Town of Yadkinville in approving façade grants for local projects. This ensures that available rehabilitation incentives can be utilized, while maintaining downtown as a special place to work, shop and socialize.

A. The **Secretary of Interior's Standards for Rehabilitation** will be used as the primary guidelines in making improvements to the façade of the structure. The general guidelines below are intended to help clarify the Secretary of Interior's Standards.

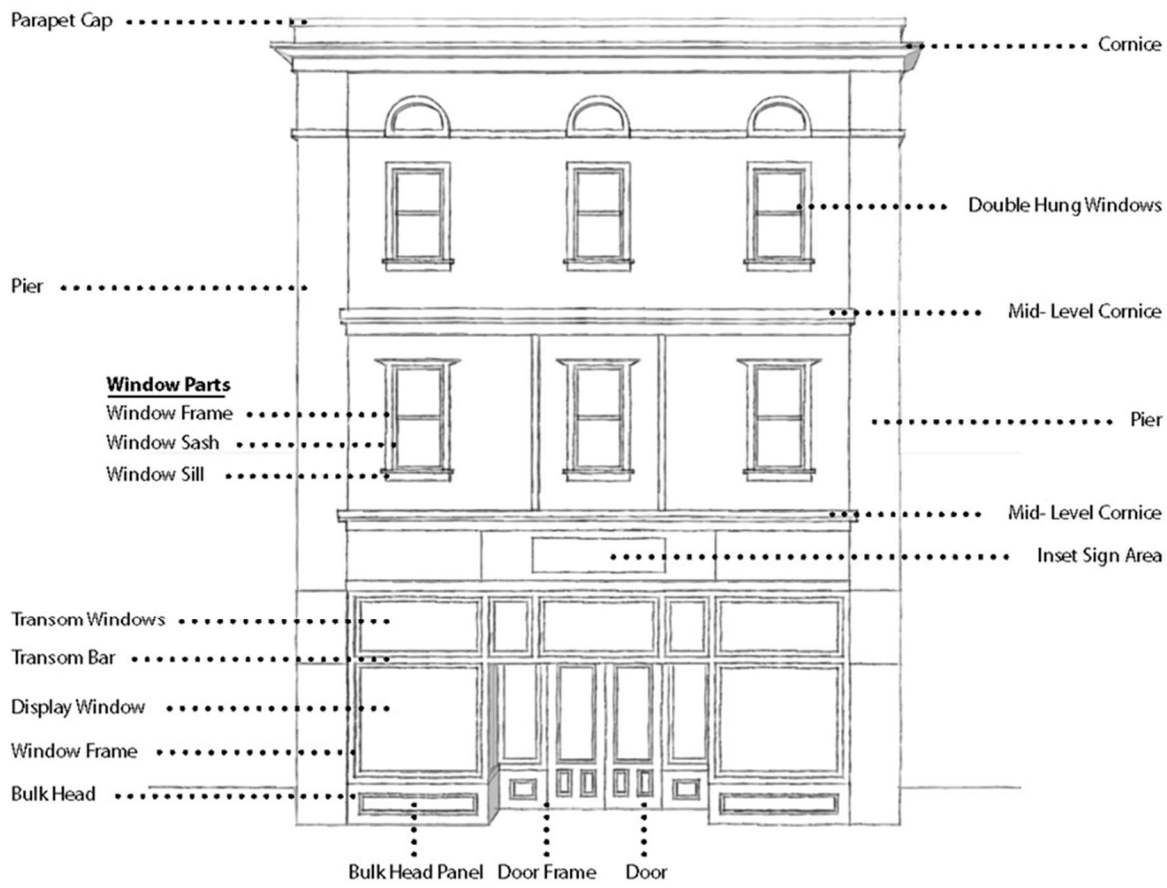
### B. General Guidelines

1. Every reasonable effort should be made to provide a compatible use for a property that requires minimal alteration of the building, structure, or site and its environment, or use a property for its originally intended purpose.
2. The original distinguishing qualities or character of the building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
3. Building permits shall be obtained from Yadkin County, if required.
4. Alterations to historic buildings, structures, and sites that seek to create the appearance of a different period with no historical basis in Yadkinville are discouraged.
5. Changes, which may have taken place in the course of time, are evidence of the history and development of a building, structure, or site and its environment. These

changes may have acquired significance in their own right, and this significance shall be recognized and respected.

6. Distinctive stylistic features or examples of skilled craftsmanship, which characterize a building, structure, or site, shall be treated with sensitivity.
7. Deteriorated architectural features should be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
8. Contemporary design for alterations and additions to existing properties is discouraged when such alterations and additions destroy significant historical, architectural or cultural material, and when such design is incompatible with the size, scale, color material and character of the property and surrounding area.
9. Wherever possible, new additions or alterations to structures should be done in such a manner that the existing structure's essential form and integrity are unimpaired.
10. New and renovated buildings should be compatible with Downtown's significant buildings but not necessarily the same style. They should be in harmony with the character of the area and establish a continuity of pedestrian-oriented frontages between adjacent buildings.
11. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building material shall not be undertaken.
12. Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to, any project.
13. Side and rear walls should be treated as other walls. The development of rear or side entrances with appropriate design is encouraged.
14. All changes must conform to the Town of Yadkinville Unified Development Ordinance and all building codes.

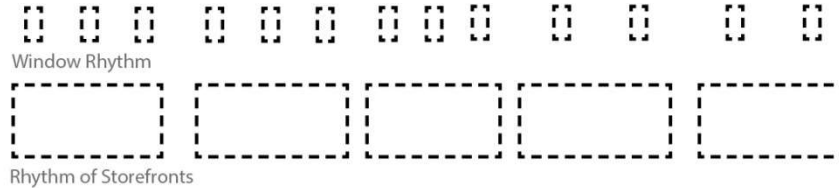
II. Construction and Materials



*This illustration demonstrates the various elements of a downtown building façade.*

A. Scale and Proportion: The height, width and general proportions of a building should conform generally to other buildings in the district. Ratio of wall surface to openings and the ratio of the width and height of windows and doors should also be consistent with the district. Buildings should remain “pedestrian-scaled” in order to protect views, sunlight and street character.





*As seen in the illustration above, the "rhythm" of the buildings is established by the variety that is created between window sizes and spacing, the amount of wall area that is visible, and the placement of details.*

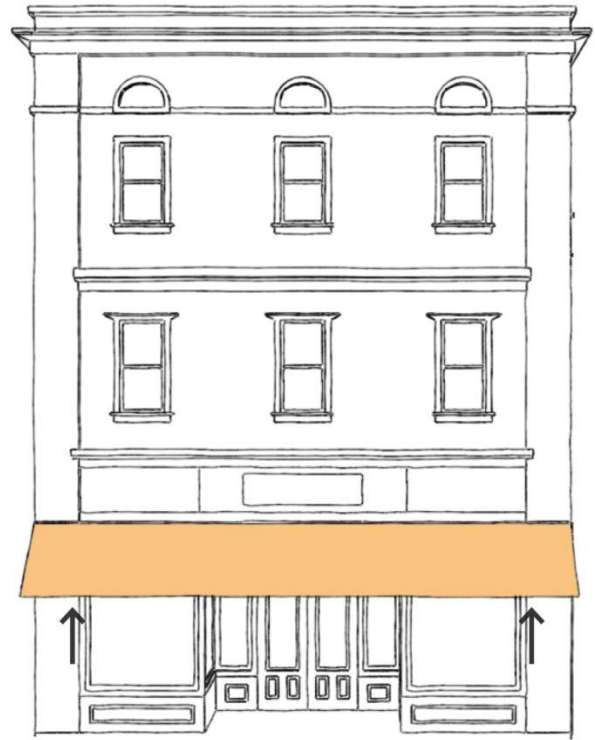
- B. Awnings: Awning design should relate to the shape and color of the building and be appropriate for its architectural style. In addition, awnings should be in harmony with the character of the Downtown and in coordination with the shape, color and design of adjacent awnings. All awnings must meet Town requirements for size, materials and projections and shall be well maintained. The business name and/or street address are permitted on the awning's valance. Painting or applying other signage or materials directly to an awning is not allowed.



*Awning height and placement*



*Acceptable  
(Awning placed inside building piers)*



*Not Acceptable  
(Awning extends beyond  
opening and cover building  
piers)*



*Awnings fit within the arches, highlighting the architectural features and character of the building arches.*

C. Building and Fire Codes: All work must conform to the Town's zoning requirements, State Building, Zoning and Fire Codes. (Consult with the Town or County Planning and Building Inspections Department when planning a project).

D. Building Materials: Use materials that relate to the building's original construction and are allowed by code. Imitation or synthetic materials such as aluminum or vinyl siding, imitation brick or stone, or plastic will generally be deemed inappropriate. Any use of these materials will require specific approval. Removing all inappropriate materials and coverings is strongly encouraged. Building architecture should be consistent with Yadkinville regional context in using indigenous materials whenever possible.

E. Cleaning: Cleaning a building's exterior must be undertaken with great care. Use the gentlest means possible and never sandblast. Testing the results of a chosen method on an inconspicuous place on the building to be cleaned is highly recommended.

F. Masonry and Cornices: The re-pointing of masonry should be done carefully. Mortar and tooling techniques should match the original as closely as possible. Mortar should never be spread over the face of brick. Re-pointing should be done following exterior cleaning. Re-pointing should be done by a trained professional/mason. The retention and repair of existing cornices is strongly encouraged. The re-creation of missing cornices should be done with care, using the building's existing cornices or historic photograph of the building as a guide.



*Masonry Building Cornice*

G. Exposed Roofs: On pitched roofs visible from the public right-of-way, slate or asphalt shingles are appropriate. Roll roofing, built-up tar and gravel, plastic, rubber, fiberglass or other roofing materials are only appropriate on flat roofs with parapets or other roofs that are not visible from the public area. The nature of the roofline should be compatible with existing buildings.

H. Painting: Use high quality and appropriate paint for each situation. Avoid covering or painting unpainted brick or stone unless it is necessary to hide existing defects or mismatching materials. Use colors that are compatible with other buildings in the area and that are true to the style and age of the structure. Avoid strong or bold colors. It is generally advisable to limit color combinations to three: one base and two accent colors. When choosing an exterior paint scheme, it is recommended to use a historic color palette such as: Benjamin Moore's Historical Colors, Lowe's/National Trust for Historic Preservation colors or Sherwin Williams' Exterior Preservation palette.



*This image demonstrates where primary colors should be applied.*



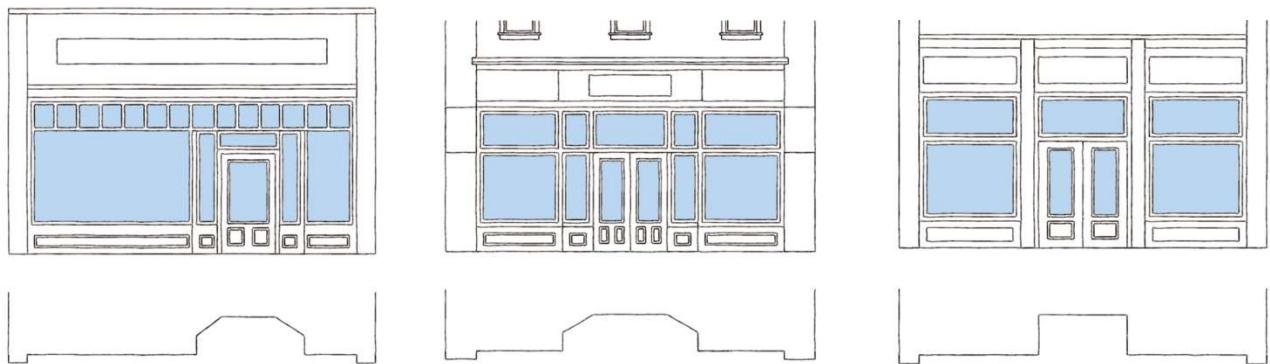
*This image demonstrates where accent colors should be applied.*



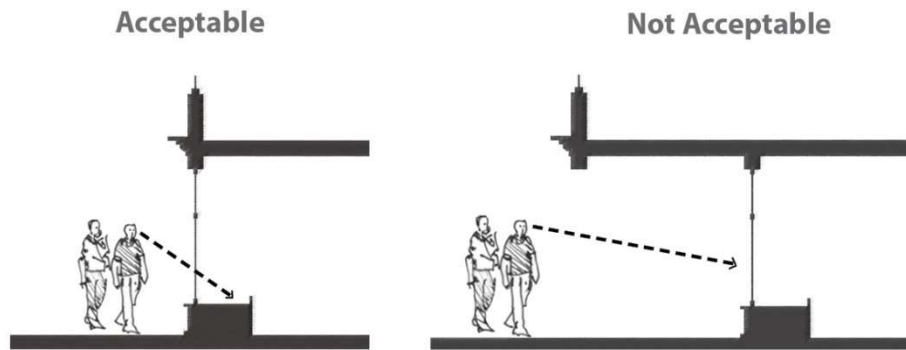


*This image is illustration is one example color application.*

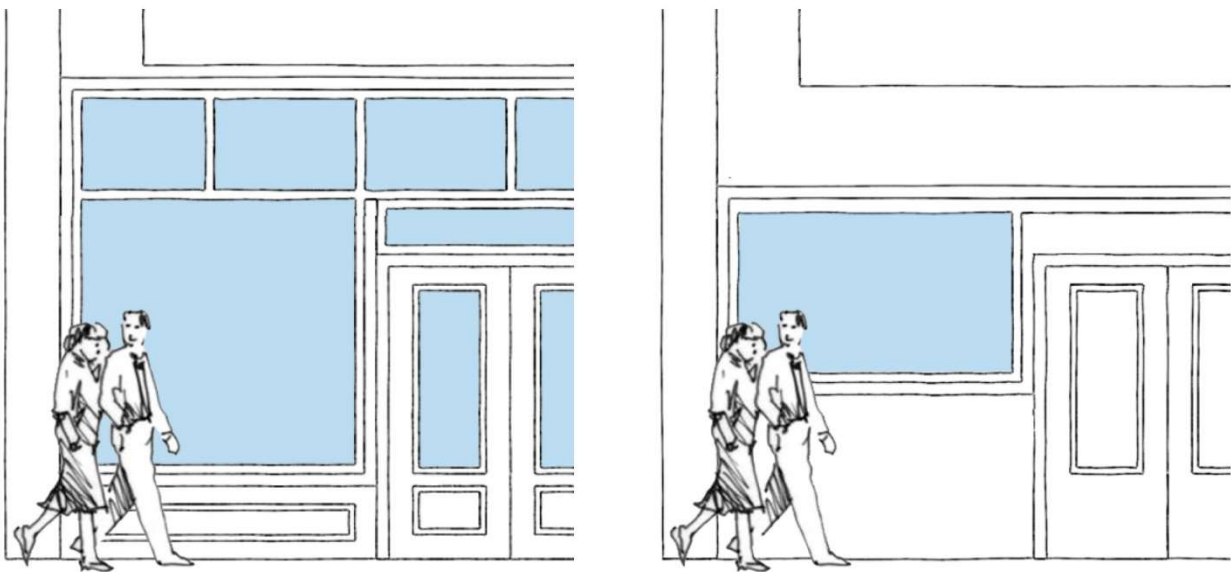
I. Storefronts: Facades are major elements of the overall streetscapes of the downtown. Try to retain or re-create as much of the storefront's original shape and configuration as possible. Good design incorporates the following elements: (1) bottom bulkhead, (2) large open and airy display windows, (3) a recessed entry and (4) transom sign panel and cornices. Avoid inappropriate period designs.



*Acceptable storefronts with recessed entries, transparent glass and masonry or wood bulkheads.*



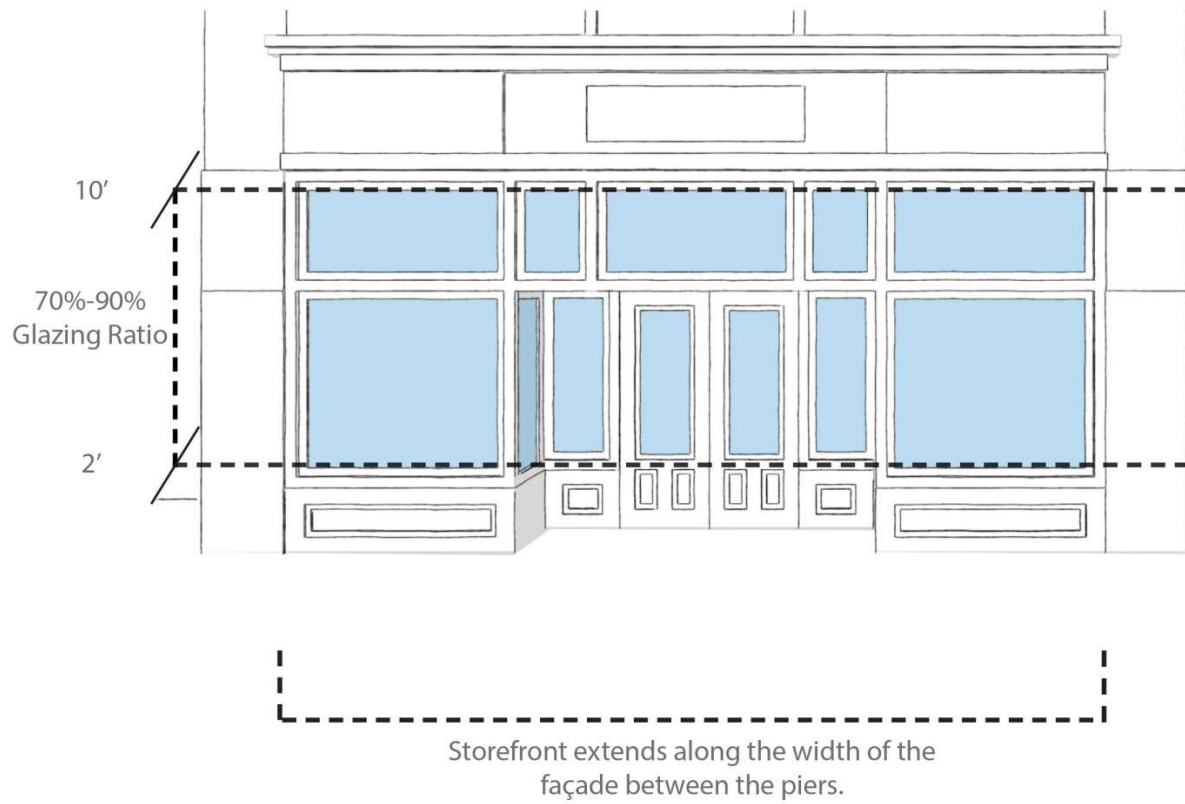
*This illustration demonstrates the importance of the storefront relationship to the pedestrian environment.*



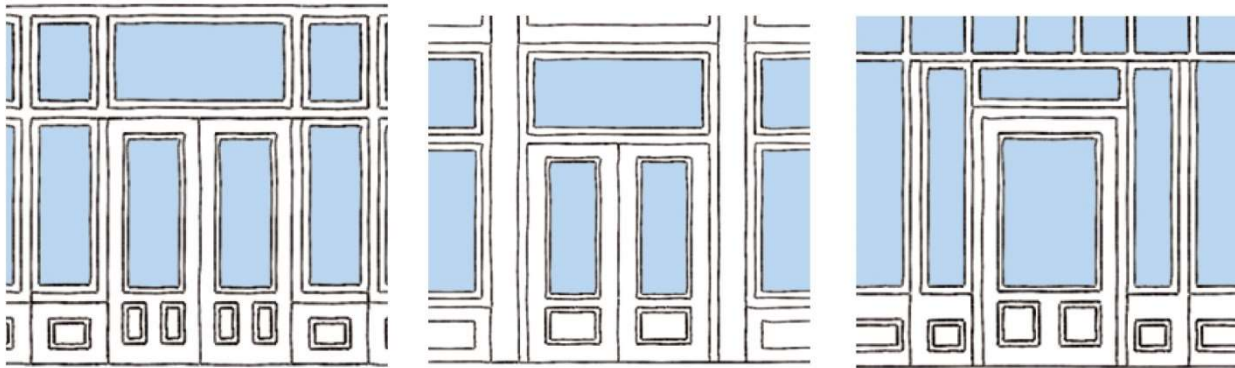
*Acceptable*

*Not Acceptable*

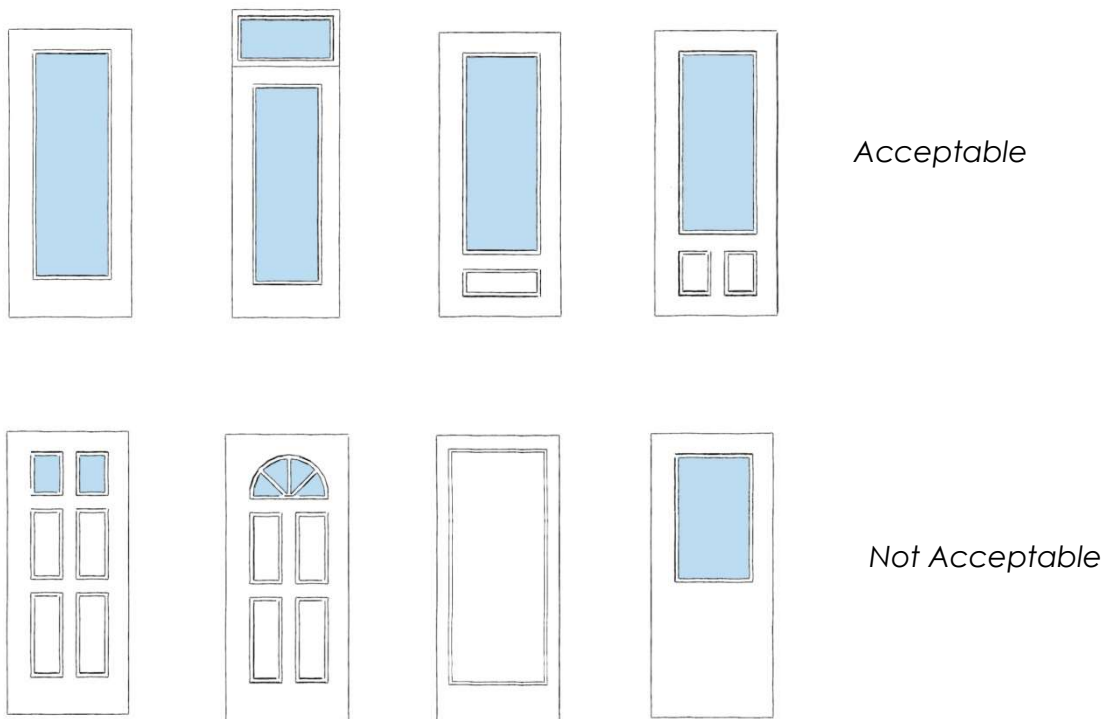
*This illustration demonstrates the importance of the storefront transparency relationship to the pedestrian environment.*



*This illustration provides guidance on the bulkhead height and ratio of transparent glass as part of storefront design.*

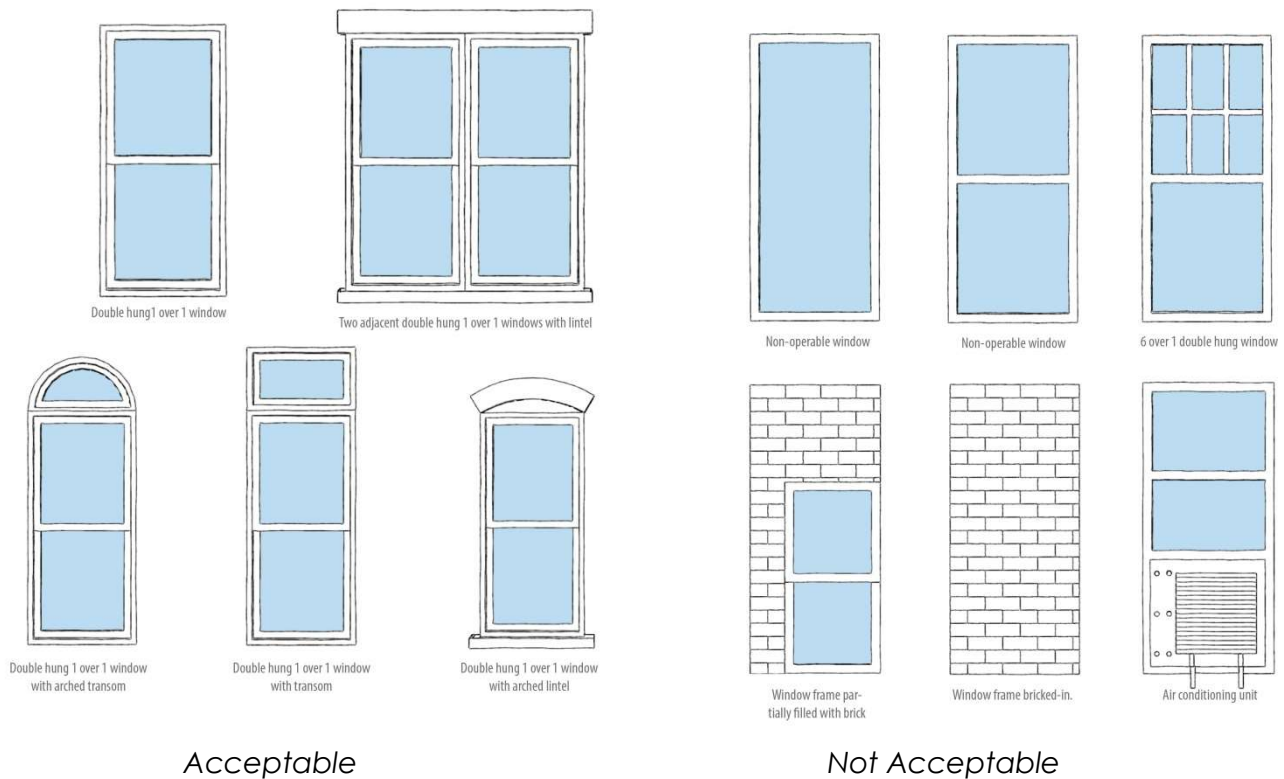


*Acceptable storefront entrances*



*Illustration of acceptable and not acceptable storefront doors.*

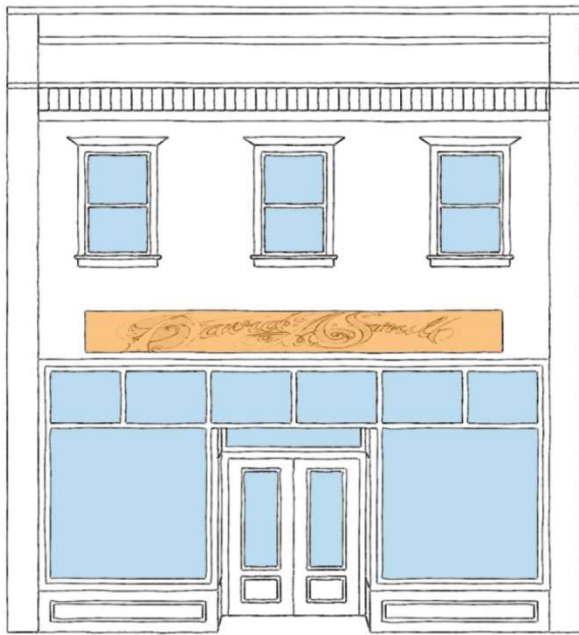
J. Windows: Repair or replace all broken windows, glass, sash and frames. Retain existing windows where possible or replace with similar material. Wooden frame windows are preferred. Metal, vinyl or plastic window frames are unacceptable unless anodized or painted. Boarding up windows is inappropriate. Windows at the ground level, beginning not more than 3 feet from the ground and extending to at least 9 feet from the ground; may not be tinted, mirrored, or covered inside with materials that obstruct the view of the interior space. Some degree of tinting may be necessary in direct sun areas to prevent fading of merchandise in display windows as well as for energy conservation. Windows shall not be barred. If it is necessary for the protection of shop merchandise (pawn shops with guns, etc.) use LEXAN® or a similar material instead of glass for windows. Interior blinds, shades or curtain should be clean and in good repair.



*Illustration of acceptable and not acceptable window construction/treatment.*

K. Signs: Sign guidelines should be developed to prevent clutter and to improve the general visual quality of downtown Yadkinville. Individuality and creativity are encouraged. Signs should relate to each other through quality, not necessarily through uniform materials, lettering or size.

1. Good signs have the following characteristics: legibility, clarity, attractiveness, durability and appropriate placement.
2. Most buildings are designed with a defined sign space. The location of appropriately sized signs in these spaces is strongly encouraged. Signs on awning flaps and store display windows are generally appropriate as well.
3. All signs must meet the sign regulations of the Unified Development Ordinance requirements for materials, size, projection and other elements.
4. All signs need to be approved by the appropriate Zoning Administrator.



*Acceptable*



*Not acceptable*

*Acceptable sign placement does obstruct architectural features and windows.*