Town of Yadkinville

Downtown Façade Improvement Program

Policies, Guidelines, and Application Manual

I. Program Authority

The Town of Yadkinville Downtown Façade Improvement Program is established pursuant to the authority granted to municipalities under North Carolina General Statute §158-7.1 (Local Economic Development) and related statutory powers contained in Chapter 160D of the North Carolina General Statutes. North Carolina law permits municipalities to make expenditures that promote economic development and revitalization when those expenditures serve a legitimate public purpose.

The Town of Yadkinville finds that:

• Deteriorated or under-improved commercial building façades negatively affect the economic vitality of downtown areas

• Visible improvements to building exteriors enhance the public realm and pedestrian environment

• Strategic public investment can leverage private investment and strengthen the local tax base

• Improvements to commercial building exteriors reduce blighting conditions and improve downtown attractiveness

- The Town's Comprehensive Plan also supports this program as several goals and strategies were adopted in favor of it including:

  Goal- Build on the artistic spirit created by Yadkin Cultural Arts Center and encourage compatible redevelopment and revitalization to create a vibrant and attractive downtown.

  Strategy DT3. Implement a façade grant program to provide design and financial assistance to property owners making specified improvements to Downtown buildings that meet adopted building design standards.

Therefore, the Town may provide reimbursement-based façade incentives for eligible improvements that serve a clear public purpose and advance downtown revitalization goals.

II. Program Purpose

The Downtown Façade Improvement Program encourages investment in the rehabilitation and improvement of building exteriors within the designated footprint of Downtown Yadkinville and may extend out to the adjacent properties that contribute to the downtown.

The program is intended to:

- Improve the visual appearance of downtown buildings
- Encourage private investment in commercial properties
- Preserve historic architectural character
- Support business development and economic vitality
- Strengthen the pedestrian environment and streetscape

Program assistance is intended to leverage private investment and support improvements that provide lasting public benefit.

III. Program Area

Eligibility for the Downtown Façade Improvement Program is limited to properties located within the area designated as Downtown on the Future Land Use Map in the Town of Yadkinville Comprehensive Plan and adjacent properties that contribute to the downtown, see attached map in exhibit A.

IV. Definition of a Façade

For the purposes of this program, a façade is defined as: *any exterior wall of a building that is visible from a public street, sidewalk, alley, or publicly accessible space.*

Each storefront within a multi-tenant building may be considered a separate façade for funding eligibility.

Rear or side building elevations may be considered when visible from public rights-of-way or public parking areas; however, priority will be given to primary street-facing façades.

V. Eligible Applicants

Eligible applicants include:

- Owners of commercial or mixed-use buildings within the Downtown Area
- Tenants of eligible buildings with written consent from the property owner
- Joint applications submitted by property owners and tenants

Ineligible applications include:

- Government facilities and private single-family dwellings are not eligible for funding.
- Property owners must be current with their Town property taxes.
- Property owners must not be currently in violation of any Town Codes including the Development Ordinance.

*Only one application per façade may be submitted during a funding cycle. Priorities may be given to applications not previously awarded in the prior funding year.

VI. Eligible Improvements

Eligible improvements must be visible from a public street or pedestrian area and contribute to downtown appearance or economic vitality.

Examples of eligible improvements include:

- Restoration of historic storefronts
- Removal of false fronts or non-historic materials
- Masonry repair, including repointing of brick and appropriate cleaning
- Replacement or repair of windows and doors
- Restoration of architectural details
- Exterior painting (excluding previously unpainted masonry)
- Installation of awnings
- Exterior lighting
- Signage improvements
- Structural façade repair
- Removal of deteriorated structures
- Streetscape elements such as planters, benches, or outdoor dining areas

Interior work is generally not eligible except when necessary to accomplish an approved exterior façade improvement.

For re-creation of historical architectural features, please coordinate with staff and the State Historic Preservation Office to ensure they are properly replicated.

Murals and Public Art

Murals may be eligible for funding when they contribute to downtown placemaking, improve blank or deteriorated wall surfaces, and are clearly visible from a public street, sidewalk, or public gathering space.

Eligible mural projects may include:

- Professionally designed exterior wall murals
- Artist-led community murals
- Protective coatings or surface preparation necessary for mural installation

To be eligible for funding, mural proposals must include:

- A conceptual design or rendering of the proposed mural
- Identification of the artist or organization creating the work
- Description of materials and installation method

Murals must be appropriate for a public setting and may not include advertising, corporate logos, or political messaging. The Town reserves the right to require review of mural artwork prior to approval to ensure compatibility with the character of Downtown Yadkinville and surrounding properties.

Murals funded through the program are considered façade improvements and are subject to the maintenance and retention requirements as follows:

-Maintenance of the mural will need to follow the life of the mural

-The mural must stay in place and not be covered or painted over altering the approved design for the lifetime of it

-For purposes of defining the lifespan of a public art mural, it shall be defined as the expected duration, a minimum of ten (10) years, during which the artwork maintains its intended visual quality, subject to environmental conditions and reasonable maintenance.

-Defining the lifespan shall be noted with the approved design and materials tied to the façade grant application

Artist Agreement and Copyright

Prior to project approval, the applicant may be required to submit a simple agreement between the property owner and the artist confirming permission to install the mural and identifying ownership of the artwork image. Unless otherwise agreed by the parties, the artist retains copyright to the original artwork while the property owner retains the right to display the mural on the building.

Future Alteration or Removal

Property owners retain the right to repaint, alter, or remove a mural after the lifespan of the mural has been completed. If a mural funded through this program is removed or substantially altered before the

end of the required maintenance period, the Town may require partial or full reimbursement of program funds consistent with the recapture provisions of this program.

VII. Funding for Structures

Funding for the Downtown Façade Improvement Program is subject to annual appropriation by the Town Board of Commissioners.

Program assistance is provided as a reimbursement-based matching grant.

Applicants may receive reimbursement for **up to fifty percent (50%) of eligible project costs**, subject to the funding limits below.

Tier 1 – Major Façade Rehabilitation

50% match, up to $10,000

Examples include:

- Removal of false fronts
- Historic storefront restoration
- Replacement of windows and doors
- Replacement of façade materials
- Removal of deteriorated structures

Tier 2 – Minor Façade Improvements

50% match, up to $5,000

Examples include:

- Exterior painting
- Repair of windows and doors
- Repair of façade materials

Tier 3 – Streetscape Enhancements

50% match, up to $2,500

Examples include:

- Awnings
- Exterior lighting
- Signage improvements
- Landscaping or planters
- Benches or outdoor dining areas

No funds are paid in advance. Reimbursement occurs only after approved improvements are completed and verified. Participation in the program does not create entitlement to funding.

VIII. Application Requirements

Applications must include:

- Completed application form
- Photographs of existing conditions
- Drawings, sketches, or renderings of proposed improvements
- Description of proposed work
- Itemized cost estimates
- Minimum of 2 quotes, ideally 3 for the proposed work
- Written owner consent and lease agreement if applicant is a tenant
- Conflict of Interest Agreement

Incomplete applications will not be considered.

IX. Application Review Process

Applications are submitted to Town Hall and reviewed by staff for completeness.

Applications are evaluated by the **Façade Design Review Committee**, which includes Town staff and members of the Friends of Downtown Yadkinville Board.

The committee will make a recommendation of:

- Approval
- Approval with conditions
- Denial

Applications are evaluated using the following criteria:

1. Visibility from public streets or sidewalks
2. Contribution to downtown revitalization
3. Degree of deterioration addressed
4. Compatibility with design guidelines
5. Quality and durability of materials

X. Final Decision and Public Hearing:

The **Town Board of Commissioners makes the final decision** regarding funding awards based on the committee's recommendation and available funds in a public meeting. The decision is made during a public meeting and advertised accordingly, but the public hearing will be associated with the annual budget as the appropriation is made annually and a dedicated appropriation per NCGS § 158-7.1. Local development. (c) Public Hearing.

XI. Design Standards

Buildings older than 50 years should follow the *Secretary of the Interior's Standards for Rehabilitation.* *https://www.nps.gov/orgs/1739/secretary-standards-treatment-historic-properties.htm*

Buildings less than 50 years old should use design features, materials, and scale that are compatible with the historic character of Downtown Yadkinville.

All improvements must comply with:

- The Town of Yadkinville Unified Development Ordinance
- North Carolina Building Code
- Applicable zoning and sign regulations

XII. Project Timeline

Approved applicants must begin work within **four (4) months** of receiving approval unless an extension is granted in writing by the Town.

Failure to begin work within the required timeframe may result in loss of funding approval.

XIII. Project Completion and Reimbursement

Upon completion of the project, applicants must submit:

- Paid invoices
- Proof of payment
- Photographs of completed work

If applicable, the project must pass required inspections. Reimbursement payments will be issued after verification that the completed work matches the approved project scope.

Projects that deviate substantially from the approved design without written approval may be denied reimbursement.

XIV. Maintenance and Retention of Improvements

All improvements funded through the Downtown Façade Improvement Program must remain in place and be properly maintained for a minimum period of **three (3) years** following reimbursement. Murals will follow the lifetime of the mural, minimum of ten (10) years.

If funded improvements are removed, substantially altered, or the property is transferred in a manner inconsistent with the approved project during this period, the Town may require partial or full repayment of program funds. The recapture amount for repayment will be broken down as: *Year 1 - 100% repayment, Year 2 - 66%, and Year 3 - 33% of the total amount awarded.*

XV. Program Administration

The Downtown Façade Improvement Program is administered by the Town Manager or designated staff.

The Town reserves the right to:

- Approve or deny any application
- Establish funding priorities
- Modify program guidelines
- Suspend or terminate the program

*Program participation does not create a contractual entitlement to future funding.

XVI. Project Evaluation Scoring Sheet (Review Committee Use)

Each application will be evaluated using the scoring criteria below. The Façade Design Review Committee will score projects independently and discuss results prior to making a recommendation.

Evaluation Criteria	**Description**	**Score (0–5)**
Visibility from Public Right-of-Way	Degree to which improvements are visible from streets, sidewalks, or public spaces	
Improvement to Building Condition	Extent to which the project corrects deterioration or blight	
Contribution to Downtown Vitality	Potential to support business activity, pedestrian experience, or downtown investment	
Design Compatibility	Consistency with downtown character, historic context, and adopted design guidance	
Quality & Durability of Materials	Long-term durability and quality of proposed construction materials	
	Total:	

Scoring Guide

0 = Does not meet program objectives
1 = Minimal benefit
2 = Some benefit
3 = Moderate benefit
4 = Strong benefit
5 = Exceptional public benefit

Total Possible Score: **25 Points**

***Committee members should document brief comments supporting their scoring and complete the attached conflict of interest disclosure.

XVII. Internal Conflict of Interest Disclosure

Purpose

This disclosure is required for all Town staff, committee members, and officials participating in the review, evaluation, or approval of applications for the Downtown Façade Improvement Program.

This form ensures compliance with North Carolina ethics standards and promotes transparency and fairness in decision-making.

Staff / Reviewer Information

Name: _____

Title / Position: _____

Department / Board: _____

Role in Program (check one):

☐ Staff Review

☐ Committee Member

☐ Decision Maker

Disclosure of Potential Conflicts

Do you have any **financial, business, personal, or familial relationship** with any applicant, property owner, contractor, or project associated with a façade grant application?

☐ Yes ☐ No

If yes, please describe the nature of the relationship:

_____

_____

_____

_____

Recusal Requirement

If a conflict of interest exists, the individual must **recuse themselves** from all review, discussion, scoring, and decision-making related to the affected application.

I agree to disclose any potential conflicts and to recuse myself where appropriate in accordance with Town policy.

Certification

I certify that the information provided above is accurate and complete. I understand that failure to disclose a conflict of interest may result in disciplinary action or removal from the review process.

Signature: _____

Date: _____

XVIII. Façade Improvement Program Agreement

This Agreement is entered into between the Town of Yadkinville ("Town") and the Property Owner / Applicant ("Participant") for participation in the Downtown Façade Improvement Program.

1. Project Approval

The Town agrees to reimburse the Participant for eligible façade improvements approved through the Downtown Façade Improvement Program, subject to the terms of this Agreement and the Program Guidelines.

The maximum reimbursement amount shall not exceed the amount approved in the official award notification issued by the Town.

2. Matching Requirement

The participant agrees to provide the required private matching funds and to complete the project as described in the approved application materials.

3. Work Authorization

The Participant agrees that no work shall begin prior to written approval from the Town. Work performed prior to approval is not eligible for reimbursement.

4. Compliance with Laws

All work shall comply with:

- The Town of Yadkinville Unified Development Ordinance
- North Carolina Building Code
- Applicable zoning and sign regulations
- All required permits and inspections

**The participant is responsible for obtaining all required permits.

5. Project Completion

The participant agrees to complete the approved project within the timeframe established by the program unless an extension is granted by the Town.

6. Documentation for Reimbursement

In order to receive reimbursement, the participant must provide:

- Paid invoices
- Proof of payment
- Photographs of completed improvements

The Town may inspect the completed project prior to issuing reimbursement.

7. Maintenance Requirement

All improvements funded through the program must remain in place and be properly maintained for a period of **three (3) years** following reimbursement.

8. Recapture of Funds

If improvements are removed, substantially altered, or the property is transferred in a manner inconsistent with the approved project within the three (3) year retention period, the Town may require partial or full repayment of program funds.

9. Non-Entitlement

Participation in the Downtown Façade Improvement Program does not create a right or entitlement to funding. Funding remains subject to availability and Town approval.

10. Agreement Acceptance

By signing below, the Participant acknowledges that they have read and agree to comply with the Downtown Façade Improvement Program Guidelines and the terms of this Agreement.

Participant Name _____

Property Address _____

Participant Signature _____

Date _____

Town of Yadkinville Representative(name/title) _____

_____

Signature _____

Date _____

Applicant Quick Guide: Downtown Yadkinville Façade Improvement Program

The Town of Yadkinville offers matching reimbursement grants to encourage improvements to commercial building exteriors in the downtown area.

What the Program Supports

Eligible projects improve building exteriors that are visible from public streets, sidewalks, or public spaces. Interior improvements are generally not eligible unless required to complete an approved exterior project.

Examples include:

- Storefront restoration
- Exterior painting
- Window and door replacement or repair
- Masonry repair or cleaning
- Removal of false fronts
- Installation of awnings
- Exterior lighting improvements
- Signage improvements
- Streetscape features such as planters or benches

Funding Available

The program provides reimbursement for up to 50% of project costs.

Typical funding levels include:

- Major Façade Improvements – up to $10,000
- Minor Façade Improvements – up to $5,000
- Streetscape Enhancements – up to $2,500

*Funding is subject to annual Town budget approval and program availability.

Basic Eligibility

Applicants may include:

- Commercial property owners
- Business tenants (with owner permission)

Properties must:

- Be located in the Downtown Area as seen on the map published for this program

- Be commercial or mixed-use
- Have Town taxes current
- No active Town Code violations including Development Ordinance

How the Program Works

1. Submit application with photos and cost estimates
2. Town staff reviews application for completeness
3. Façade Review Committee evaluates project
4. Town issues written approval
5. Applicant completes project
6. Applicant submits invoices and proof of payment
7. Town reimburses approved portion of costs

****Important: Work started before approval is not eligible for reimbursement.***

Application Materials Needed

- Completed application form
- Photos of existing building condition
- Sketch or description of proposed work
- Cost estimates from contractors
- Owner authorization and lease agreement if applicant is a tenant

Program Requirements

- Work must follow approved design plans
- All required permits must be obtained
- Projects must meet zoning and building codes
- Improvements must remain in place for **at least three (3) years** after reimbursement
- Murals, see requirements in application

Questions or Application Submittal

Contact: Town of Yadkinville Planning / Administration Department

Applications and guidelines are available at Town Hall and online

Town staff are available to discuss project ideas before applying.

Early coordination often helps projects qualify for funding

Downtown Façade Improvement Program

Conflict of Interest Certification

This certification is required for all applicants (including owners) participating in the Town of Yadkinville Downtown Façade Improvement Program. The purpose of this certification is to ensure transparency and compliance with North Carolina public ethics and conflict of interest standards.

Disclosure of Relationships

The applicant must disclose any financial, business, or familial relationships with:
• Town of Yadkinville elected officials
• Town staff or employees
• Members of the Façade Design Review Committee -Friends of Downtown Yadkinville

If no such relationships exist, indicate "None."

_____

_____

_____

Applicant Certification

I certify that I have disclosed all known relationships that could be perceived as a conflict of interest related to this application. I understand that failure to disclose relevant information may result in denial of funding or recapture of awarded funds.

I further certify that I will not use any position, relationship, or influence to obtain preferential treatment in the review or approval of this application.

Applicant Name: _____

Applicant Signature: _____

Date: _____