

**TOWN OF SWANSBORO
PLANNING BOARD
SPECIAL MEETING AGENDA**

**July 18, 2022
Monday 5:30 PM**

**Town Hall Community Room
601 W. Corbett Avenue**

1. Call to Order

2. New Business

A. Appearance Commission Discussion

Commissioner Philpott provided the attached information from the Town of Wendell who has established an appearance commission at the May 9, 2022 meeting of the Board of Commissioners.

The Board has directed staff to solicit input from the Planning Board and Historic Preservation Commission on establishing such a commission.

Action Needed: Provide a recommendation to the Board of Commissioners on the creation, makeup and duties of an appearance commission if deemed appropriate.

3. Chairman/Board Thoughts/Staff Comments

4. Public Comments

5. Adjournment



Planning Board Agenda Item Submittal

Item to Be Considered: **Appearance Commission Discussion**

Board Meeting Date: **July 18, 2022**

Prepared By: **Jennifer Ansell, Planner**

Overview: Commissioner Philpott provided the attached information from the Town of Wendell who has established an appearance commission at the May 9, 2022 meeting of the Board of Commissioners.

The Board has directed staff to solicit input from the Planning Board and Historic Preservation Commission on establishing such a commission.

Action Needed: Provide a recommendation to the Board of Commissioners on the creation, makeup and duties of an appearance commission if deemed appropriate.

Attachments

BOC May 9, 2022 Agenda Memo



Board of Commissioners Meeting Agenda Item Submittal

Item To Be Considered: **Appearance Commission Consideration**

Board Meeting Date: **May 9, 2022**

Prepared By: **Alissa Fender, Town Clerk**

Overview:

Commissioner Philpott provided the attached Appearance Commission and related matching grant program from the Town of Wendell as a concept for board discussion.

Background Attachment(s):

1. Town of Wendell Appearance Commission document

Recommended Action: Discuss/Consider creation of an Appearance Commission

Action: _____

Appearance Commission



APPEARANCE COMMISSION

The Appearance Commission's mission is to initiate, promote and assist in the implementation of programs of general community beautification within the town's planning jurisdiction. In addition, it helps oversee implementation of the Downtown Façade Grant Program, help with implementation of Wayfinding Signage Program and conduct its own short and long range projects to help beautify the town.

Member Name	Term Expires
Nicole Bills	June 30, 2023
Danielle Jordan	June 30, 2023
Jose Fuentes	June 30, 2023
Andrea Burnham (alternate)	June 30, 2024
Jordan Russell (alternate)	June 30, 2024
Melissa Brand	June 30, 2024
Lynnette Pair	June 30, 2024

Staff Liaison

Bryan Coates at (919) 366-6888, bcoates@townofwendell.com

Public Participation

The Appearance Commission meetings are open to the public. They generally meet on the first Monday of each month. Stay abreast of upcoming Appearance Commission meetings, agendas or read past meeting minutes, please see the following link. Minutes and Agendas.

Downtown Façade Grant Program

This reimbursement grant program provide financial incentives to business and property owners to assist them in façade preservation and restoration that demonstrates enhanced and superior appearance and aesthetic improvements to a business, neighborhood and/or frontage on the public right-of-way.

Click [here](#) for copy of application and guidelines. The first come, first served dates to apply are January 1st, April 1st, July 1st, October 1st.

Current Projects

Downtown Façade Grant Program

Spring Into the Arts Walk

Wendell Christmas Decorating Contest

DIVISION 6 APPEARANCE COMMISSION

Section 2-315. Established.

There is established an Appearance Commission for the town.

Section 2-316. Membership.

(a) There shall be an Appearance Commission, which shall consist of five members appointed by the Board of Commissioners. All members of the Commission shall reside, own property, or operate a business within the town's planning jurisdiction. Ex-officio members may be appointed as necessary: Town Manager, Town Engineer, other town staff, and so forth.

(b) Appearance Commission members shall be appointed by the Board for three-year staggered terms, but members may continue to serve until their successors have been appointed. Initially, three members shall be appointed for three-year terms and two members shall be appointed for two-year terms. Vacancies shall be filled for the unexpired terms only.

(c) Terms of office shall be consistent with the town's fiscal year of July 1 through June 30.

(d) Members may be appointed for successive terms without limitation.

(e) In making appointments to the Commission, the Board shall seek to appoint persons with impartial and broad judgment and, when possible, persons with training or experience in a design profession. As wide a range of community interests as possible should be represented by the Commission.

(f) Members shall be removed by the appointing authority for failure to attend three consecutive meetings without advance notice to the Chairman and without excuse or failure to attend 30 percent or more of the meetings within a 12-month period, or after a hearing, for any good cause related to the performance of duties.

Section 2-317. Officers.

The Appearance Commission shall have a Chairman and a Vice-Chairman. Officers shall serve one-year terms to expire June 30. Officers shall be elected at the first meeting after July 1 each year by the members of the Commission. Officers may service consecutive terms without limitation.

Section 2-318. Compensation.

The Commission members shall serve without limitation.

Section 2-319. Organization and Meetings.

(a) The Appearance Commission shall establish a regular meeting schedule and shall meet frequently so as to attend to necessary business.

(b) The Commission is an advisory authority therefore it is not necessary to conduct its meeting strictly in accordance with quasi-judicial procedures. However, it shall conduct

all of its meetings so as to obtain necessary information and to promote the full and free exchange of ideas.

(c) Minutes shall be kept of all Commission meetings and the vote of every member on each issue shall be recorded.

(d) All Commission meetings shall be open to the public and the agenda for each Commission meeting shall be made available in advance of the meeting.

(e) The Town Manager shall assign a staff member to the Commission to assist in the performance of the functions and duties of the Commission.

(f) A quorum, consisting of three members, shall be present for the Commission to take official action, and all actions shall be taken by majority vote.

(g) The Chairman and Vice-Chairman may take part in all deliberations and vote on all issues.

Section 2-320. Powers and Duties.

The Appearance Commission may:

(a) Initiate, promote and assist in the implementation of programs of general community beautification within the town's planning jurisdiction.

(b) Seek to coordinate the activities of individuals, agencies, organizations, and groups, public and private, whose plans, activities and programs bear upon the appearance of the town and its environs.

(c) Direct the attention of the Mayor and the Board of Commissioners to ways in which the town government may take direct action affecting the appearance of the town and its environs.

(d) Make recommendations upon any permit or other item referred to the Commission by the Board of Commissioners, Planning Board, Board of Adjustment, or Manager.

(e) Appoint subcommittees (consisting of Commission members) or advisory groups (consisting of Commission members, non-commission members, or any combination thereof) to advise and assist the Commission in carrying out its duties.

(f) Take any other action authorized by this chapter or any ordinance or resolution of the Board of Commissioners.

Section 2-321. Reports.

The Appearance Commission shall report orally or in writing, as requested by the Town Board, at least annually of its activities and accomplishments.

Section 2-322. Contributions to Commission.

The Appearance Commission is authorized to accept contributions from private agencies, foundations, organizations, individuals, the state or federal government, or any other sources, in addition to other sums which may be appropriated by the Town Board. All contributions received by the Commission shall be turned over to the Finance Officer of the town for deposit and duly authorized disbursement.

Town of Wendell

DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM

Wendell, NC was settled in the 1850's and later incorporated in 1903. The Town was named after the poet Oliver Wendell Holmes. Historically, the town has primarily been an agrarian community which focused on tobacco farming. The rich soils of eastern Wake County brought new residents to the area and new economic opportunities. Soon after the town's incorporation, Main Street was created, and the downtown area began to grow. Since this time, business and commerce has been concentrated within the downtown area.

The town has witnessed unprecedented growth over the past several years as new residents flock to Wake County due to jobs, access to health care, and amenities. The investment in Wendell has primarily occurred along Wendell Falls Parkway and along Wendell Boulevard. However, the downtown has also seen increased investment during this same time. A healthy downtown is essential to a town's economic, social, and cultural vitality.

The Downtown Façade Improvement Grant promotes the principles of a healthy community. The purpose of the facade grant is to encourage property owners and/or tenants to improve the buildings downtown and to provide ways to activate the built environment. Moreover, the Town wishes to encourage private investment by providing access to no-interest and no-repayment funds. These funds are to be used only for private property. The recently expanded program focuses on preservation, artistry, and placemaking. Additionally, the facade grant strives to promote a vibrant, charming, and unique experience in downtown Wendell.

Eligible Exterior Improvements:

For the purposes of the Town's façade grant policy, a building's exterior shall be defined as any exterior wall which fronts on a public right-of-way. Furthermore, the definition of a façade are the eligible sides of a building using a single address. Separate addresses within a single building may qualify as separate facades if the tenants are different.

Grant recipients may use Town funds for specified exterior building improvements for the following and not limited to:

1. exterior lighting;
2. repair or purchase of new awnings (removable signage is allowed, but funds cannot be used for the sign);
3. exterior painting;
4. storefronts or facades repair;
5. door replacement or repair;
6. window repair or replacement;
7. masonry repair;
8. transom glass repair/replacement of architectural details or materials;
9. handicap accessibility improvements;
10. gutters and downspouts repair or replacement;
11. and relocation of electrical wiring;

Mural and Public Art- Murals and some types of public art are also eligible for the grant. Businesses must adhere to certain design guidelines and must have all the necessary permits or approvals to be eligible. All proposals must meet all Town Codes and follow all related processes.

NOTE: Project cannot be completed prior to application approval; however, it can be started prior to application approval for larger projects.

Who Can Apply:

1. Property Owners; and/or
2. Commercial Tenants with the Property Owner's written permission
3. Only properties within the DMX Zoning District (see attached map)

Grant Deadline:

The grant will operate on a quarterly basis and the deadline for the application submittals are listed below. It is important to note that all applications must go through a staff review, Appearance Commission review, and ultimately Town Board approval.

Application Submission Deadlines:

February 1, 2021

May 3, 2021

August 2, 2021

November 1, 2021

An applicant/business may apply for a property up to twice a year. If awarded, the applicant/business cannot reapply for two years for the same property for which they were previously awarded a façade grant. This provision shall not prohibit a new business owner from applying for a façade grant for the same property within the two-year period.

Grant Amount:

The grant amount is up to \$5,000 per downtown façade (or as otherwise provided), based on 50-50 match. Once grant funds expire for the fiscal year, applications shall continue to be forwarded for consideration to the approval entity pending any additional funds allocated by the Board of Commissioners for the Downtown Façade Grant Program. Grant amounts will be based on allocated funds available in the budget.

Application:**Items Required for Application Review**

- Façade Grant Application must be completed with all required signatures.
 - o Signature of property owner and business owner
- Only emailed digital copies will be accepted. Faxed or mailed copies of application will not be accepted.
 - o PDFs of the proposed work and documentation should be submitted prior to each deadline noted above.
- A project narrative is required to describe the project in detail and the requested funding. Submittal must include a cost estimate break-down of each project item.
 - o Cost estimates should include the scope of work, materials, and labor.
 - o Two (2) cost estimates from a contractor or a qualified professional should be provided in the package.
- Plans and/or Elevations of work are required from a contractor, architect, or professional.
 - o In the absence of plans or elevations, a picture of the existing façade with improvement areas called out is acceptable, if specification sheets of items are included with the application package. For façade work, paint samples/ examples will be required if applicable.
 - o Photos should be provided that note the current state of the building.
- All permits, encroachments, and Certificate of Appropriateness must be acquired before submittal – this documentation shall be included in the application package.
- Mural and Public Art applicants must submit a conceptual rendering of the proposed work.
 - o The location and orientation of the mural related to the façade should be clearly shown
 - o Applicants should provide past work examples and project references of the artist for review.

- Artist fees, Labor costs, equipment rental, construction and material costs should be included

Application Review Process:

1. Planning Department Staff (completeness review)
2. Appearance Commission (recommendation to Board of Commissioners)
3. Board of Commissioners (final review and approval)

Upon completion of work, copies of applicants canceled checks and contractors paid statements must be sent to Planning Department. Inspectors will ensure work is in conformance with all applicable plans and ordinances. Completed paperwork is then forwarded to the Finance Department for grant disbursement and a check will subsequently be mailed to the applicant.

Decision Factors for Grant Approval:

1. Project Review Checklist:
 - a. Completed application by deadline
 - b. Project proposes eligible exterior improvement(s)
 - c. new commercial businesses;
 - d. removal of metal awnings and/or replacement of fabric awnings
 - e. recently expanded businesses or seeking renovation; and/or
 - f. Projects that are creative or offer enhanced improvements or aesthetic appeal or translates to increase customer visitation or experiences in a neighborhood.
2. Narrative and associated scope of work;
3. Project costs;
4. Available program funds.
5. Grants previously awarded to property.

Overall Guidelines:

1. General maintenance expenses may not be included in the grant application.
2. All improvements not listed under eligible improvements shall be considered ineligible improvements.
3. Projects must begin work no later than 90 days after notification of approval of the grant.
4. All work shall be completed within one year of grant approval or if a valid building permit is open.
5. Work shall conform to all applicable ordinances and building codes.
6. Applicants are required to secure any required permits prior to any work.
7. All work must be in keeping with the specifications approved as part of the grant application.
8. Approval or denial of all applications by the town shall be submitted in writing to applicants.

Downtown Façade Grant Program

Purpose

Provide financial incentives to business and property owners to assist them in façade preservation and restoration that demonstrates enhanced and superior appearance and aesthetic improvements to a business, neighborhood and/or frontage on the public right-of-way.

Grant program based on a 50/50 matching reimbursement of up to \$1,000 on eligible improvements.

Ineligible Improvements

- ☒ Any improvement not listed as an eligible improvement
- ☒ Any project or improvement completed prior to submittal of a façade grant application.

Eligibility

- Who:** Applicant must be the property owner or a commercial tenant with permission from the property owner.
- What:** Improvements must meet all standards in the Wendell Unified Development Ordinance and State Building Codes.
- Where:** Improvement site must be within corporate limits.



Eligible Improvements

- ☒ Exterior lighting;
- ☒ Repair or purchase of new awnings; exterior painting;
- ☒ Storefronts or facades repair;
- ☒ Window repair or replacement;
- ☒ Masonry repair;
- ☒ Transom glass repair/ replacement of architectural details or materials, and
- ☒ Relocation of electrical wiring.

Downtown Façade Grant Program

How to Apply

- Visit: Planning Department website for application at www.townofwendell.com or pickup application in person at 15 E. Fourth Street, Wendell
- Complete and submit façade grant application package by deadline.
- **DEADLINE:** First calendar day in January, April, July and October.

Application Check List

- ☐ Completed and signed downtown façade grant application.
- ☐ Detailed and itemized project budget with cost breakdowns.
- ☐ Application support materials (photos of existing property, materials information, etc.)

Review and Approval

- 1st Step: Planning staff reviews applications for completeness and eligibility.
- 2nd Step: Appearance Commission reviews applications and makes recommendation to Board of Commissioners.
- 3rd Step: Wendell Board of Commissioners reviews application, Appearance Commission recommendation and renders final approval.
- Planning Staff notifies grantee on award decision.
- Secure any necessary permits or ordinance information, if applicable.
- Upon work completion, grantee provides final documentation to Town related to project costs (canceled check, paid statements).
- Final grant reimbursement check provided.

Planning Department Contact Info

15 East Fourth Street
Wendell, NC 27591
(919) 365-4448

Downtown Façade Grant Program



Downtown Facade Grant Program Application

Planning Department, 15 E. Fourth Street, Wendell, NC 27591
(919) 365-4448 www.townofwendell.com

APPLICANT INFORMATION

Name:
Phone:
Email:

FOR OFFICE USE ONLY

Application Date:	
Approval Date:	Amount:
Tax ID number:	
Zoning District:	

PROPERTY OWNER OR TENANT INFORMATION

Name:	Years Owned / Leased:	
Address:	Phone:	
City:	State:	Zip:
Type of Ownership:	Owner's / Tenant Signature-Improvements Approved:	

PROPOSED IMPROVEMENTS

Façade Improvements:
Total Estimated Project Cost:
Grant Amount Applied For: (Based on 50-50 match)

Check Appropriately:

☐ I own the property in consideration

☐ I lease the property in consideration and have written permission of the property owner.

Downtown Façade Grant Program

Application Process

Town of Wendell

DOWNTOWN FAÇADE GRANT PROGRAM

Guidelines

Grant Objective:

To provide financial incentives to business and property owners to assist them in façade preservation and restoration that demonstrates enhanced and superior appearance and aesthetic improvements to a business, neighborhood and/or frontage on the public right-of-way.

Eligible Exterior Improvements:

Exterior lighting; repair or purchase of new awnings; exterior painting; storefronts or facades repair; window repair or replacement; masonry repair; transom glass repair/replacement of architectural details or materials, and relocation of electrical wiring.

For the downtown façade grant program, facades are defined as an individual storefront or building side which faces the public right-of-way or is otherwise visible to the general public. For the purpose of this grant program, separate addresses within a single building may qualify as separate facades of one or more of the spaces tenants are applying for a grant(s) subject to the guidelines of the program.

NOTE: Project cannot be completed prior to submittal of application; however, it can be started prior to application approval.

Who Can Apply:

1. Property Owners; and/or
2. Commercial Tenants with the Property Owner's written permission

Grant Deadline:

The grant deadline will be on a quarterly basis. Applications may be submitted on the first calendar day of January, April, July, and October. Applications are accepted on a first come, first served basis per quarterly cycle. When an application or multiple applications are submitted at the beginning of a new cycle, all submitted applications will be reviewed during the next Appearance Commission meeting (applications must be received at least 5 days before scheduled meeting date to make it on meeting agenda).

An applicant/business may submit an application for a property up to twice a year. If awarded, the applicant/business cannot reapply for three years for the same property for which they were previously awarded a façade grant. This provision shall not prohibit a new business owner from applying for a façade grant for the same property within the three year period.

Grant Amount:

The grant amount is up to \$1,000 per downtown façade based on 50-50 match, with a total of four grants awarded per year. Applicant project costs must total more than \$2,000 in order to receive the maximum grant amount. Once grant funds expire for the fiscal year, applications shall continue to be forwarded for consideration to the approval entity pending any additional funds allocated by the Board of Commissioners for the Downtown Façade Grant Program. Grant amounts will be based on allocated funds available in the budget.

Application:

Application will be one page in length and made accessible to the public. Copies of the Design Façade Grant Program Guidelines will be made accessible to the public. Marketing of the downtown façade grant program is

Adopted guidelines for the Downtown Façade Grant Program – June 27, 2016

Downtown Façade Grant Program

Application Process

encouraged. Completed applications will consist of: 1) completed and signed application; 2) detailed and itemized project budget with cost breakdowns is required as part of the application. All aspects of the project shall be included; and 3) Photos of property/project area.

Application Review Process:

1. Planning Department Staff (completeness review)
2. Appearance Commission (recommendation to Board of Commissioners)
3. Board of Commissioners (final review and approval)

Upon completion of work, copies of applicants canceled checks and contractors paid statements must be sent to Planning Department. Inspectors ensure work is in conformance with all applicable plans and ordinances. Completed paperwork is forward to the Finance Department for grant disbursement to applicant and is mailed to the applicant within two weeks of receipt of completed paperwork.

General processing and approval timeframe for all qualified applications will be a maximum of 45 days from receipt of qualified applications.

Decision Factors for Grant Approval:

1. Project Review Checklist:
 - a. Completed application by application deadline
 - b. Project proposes eligible exterior improvement(s)
2. Extra consideration shall be provided to:
 - a. new commercial businesses;
 - b. facades located in the downtown area;
 - c. removal of metal awnings and/or replacement of fabric awnings
 - d. recently expanded businesses or seeking renovation; and/or
 - e. Projects that are creative or offer enhanced improvements or aesthetic appeal or translates to increase customer visitation or experiences in a neighborhood.
3. Site visit and view of existing conditions;
4. Strength of the application and support materials submitted with the application will be judged against applications during the grant deadline cycle;
5. Project costs;
6. Available program funds.
7. Grants previously awarded to property.

Overall Guidelines:

1. General maintenance expenses may not be included in the grant application.
2. All improvements not listed under eligible improvements shall be considered ineligible improvements.
3. Projects must begin no later than three months after approval of the grant and completed within the current town fiscal year, whichever comes first.
4. Work shall conform to all applicable ordinances and building codes and permits shall be applied for when required. Applicants are required to secure any required permits.
5. All work must be in keeping with the specifications approved as part of the grant application.
6. Approval or denial of all applications by the town should be submitted in writing to applicants.

Adopted guidelines for the Downtown Façade Grant Program – June 27, 2016

WENDELL CHRISTMAS DECORATING CONTEST

SPONSORED BY:
THE WENDELL APPEARANCE COMMISSION
OLD OAK CONSTRUCTION, LLC
DOMINO'S PIZZA

Residential Categories:

- **Best Overall** — \$100 cash prize and yard sign for the best yard in Wendell
- **Most Creative** — \$50 cash prize and yard sign for the most creative display
- **Most Outlandish** — \$50 cash prize and yard sign for the yard with the best animated/inflatable displays

Business Category:

- **Best Storefront Display** will win a pizza party for up to 10 employees

Entries must be submitted online at www.townofwendell.com/christmascontest; in person; or by mail to: Wendell Planning Department, 15. E. Fourth Street, Wendell, NC 27591.

All entries must be received by December 14, 2014. Judging will take place on the evening of December 16th. To be eligible, must reside or have business in corporate limits of Wendell.

2014 Wendell Christmas Decorating Contest

Name: _____

Address: _____

Phone: _____

Category (chose one):

☐

Best Overall

☐

Most Creative

☐

Most Outlandish

Spring into the Arts Walk



The Wendell Appearance Commission will host the 3rd annual Art Walk with an open-air art competition on May 12, 2018 as part of the Town's Spring Into the Arts Walk.

Schedule of Events:

Art Walk 9-4, Downtown Wendell

Chamber Arts/Craft Show 9-3, Campen Street

Classic Car Show 9-3, Universal Chevrolet Co

Kid's Art Walk 10-3, 6 North Main Street

Chalk Art Demo 10-2, Women's Club Lot

Quick sketch caricatures 10-3, 6 North Main Street

The Scrap Exchange 11-2, Women's Club Lot

Garrett Newton Band 12-1:30, Town Square

All of these events are free unless you choose to purchase an item. Art Walk Auction and Reception will be held on May 18th.

Art Walk:

Artists will set up in Wendell's historic downtown district and beyond Wendell Boulevard and Second Street. Walkers are invited to watch the artists in action beginning at 9am and ending at 4pm. There will also be a sidewalk chalk demonstration working from 10 a.m. until 2 p.m. on at the Women's Club Lot, as well as sidewalk chalk for kids to create their own art!

2018 Participants:

- Peggy Lee Mead*
- Amy Beshgetoorian
- Melissa Blackley
- Lyudmila Tomova

- Michael Russo
- Karin Neuvirth
- Kelly Blades*
- Diane K
- Laura Bernstein*
- Krissy Crittenden
- Medrith Nuttle
- Ana Almaizar Gratereaux
- Jackie Kennedy
- Carolyn Zbavitel

*Artist will not be painting during the event, but will have art at the auction.

Everyone is encouraged to check out all of the artists as they bring their creations to life. A map showing the artist's locations is available for download here once available.

If you own a house within the boundary, please **nominate** it as a location to be painted.

