

**Downtown Boone Development Association**

**November 3<sup>rd</sup>, 2010 - WEDNESDAY**

9:00 a.m. – Watauga County Library conference room

**Agenda**

**General Business**

Call to Order and Approval of Agenda – **Dempsey Wilcox**

Approval of Minutes – **Sheri Moretz**

Approval of Financial Reports – **Jason Berry**

**Organization**

- Town of Boone Downtown Taskforce – **Jamie Leigh & Lynne Mason**
- *Update:* Approved Bylaw Changes – **Sheri Moretz**
- *Update:* Office Policy & Time Sheets – **Sheri Moretz**

**Design**

- Downtown Pedestrian Sign Update – **Mary Baker**
- Façade & Sign Grant Policies & Application Information – **Mary Baker**

**Economic Restructuring**

- Parking Update and Question with Answer McLaurin Parking – **Rita Jackson**
- *Update:* Downtown Boone Parking– **Lynne Mason & Jamie Leigh**
- *Update:* MSD Tax Expenditure Policy – **Mary Baker**

**Promotion**

- Next Art Crawl Friday, November 5th, 2010 - **Mary Baker**
- Doc Watson Sculpture – **Mary Baker/John Cooper**

**New Business**

**Downtown Boone Development Association  
Board of Directors Meeting  
Thursday, October 7, 2010  
9 a.m. Watauga County Library Conference Room**

Recorded Attendance

Board Members: Sheri Moretz – Secretary, Mast General Store; Rich Jacobs – Past President, ArtWalk; Greg Lovins, ASU; Lynne Mason, Town Council Liaison; Andy Stallings, Property Owner; Sam Ratchford, Vidalia Restaurant; Carrie Phillips, Boone Drug, Inc.; Dan Meyer, proxy for Omer Tomlinson, Boone Chamber; Jason Berry – Treasurer, Footsloggers

Staff: Mary Baker

Public: Brad Harmon, Harmon's Dixie Pride & Property Owner

**General Administration**

Sheri Moretz called the meeting to order at 9:09 a.m. and conducted the meeting in the President's absence. A quorum was present at the meeting. Greg Lovins made a motion to approve the agenda as presented. Rich Jacobs seconded the motion, and it passed.

**Approval of the Minutes**

Minutes were presented for the September 2<sup>nd</sup> Board of Directors Meeting, the September 20<sup>th</sup> Special Meeting of the Board and the September 29<sup>th</sup> Special Meeting of the Board, held in conjunction with a meeting of the Boone Town Council. Dan Meyer made a motion to accept all of the minutes as presented. Greg Lovins seconded the motion, and it passed.

**Financial Report**

Mary Baker presented the financial report as the Treasurer was running late. She noted that most of the spending has been administrative and organizational so far, but grant awards will need to be given out by December. Andy Stallings made a motion to accept the treasurer's report as submitted. Rich Jacobs seconded the motion, and it passed.

**UPDATES BY COMMITTEE**

**Organization**

2010 DBDA Contract Renewal by the Town of Boone – Sheri Moretz

A contract between the Town of Boone and DBDA was approved at the joint meeting on September 29<sup>th</sup>. The contract has been signed by the DBDA President and Secretary and returned to the Town. Small changes were made to make the contracted tasks more attainable and a decision has been made on the DBDA fund balance. Please see the September 19<sup>th</sup> minutes for more details.

Proposed Plan of Work, January-June 2011 – Mary Baker

Mary presented a work plan proposal for the second half of the year. The six-month work plan follows closely the original annual plan the DBDA approved and submitted to the Town Council in May 2010, with the exception of a few items that will be unfeasible in such a short timeframe and new components that have been requested by the Town Council. A major component that is still being put on hold is the creation of a master plan for downtown Boone. The DBDA Board feels very strongly about the importance of a master plan, but with the Town's recent formation of the Downtown Taskforce to create guidelines and recommendations for MSD spending, it seems unwise to try to move forward in a partnership with the Town on a master plan until they reach a decision regarding their downtown vision, via the taskforce. To make some forward progress in the meantime, it is recommended to still move forward with a downtown market

analysis to identify downtown market gaps and help develop a plan to fill them. This is a project that can later be incorporated into a comprehensive master plan. Greg Lovins made a motion to approve the proposed January-June 2011 work plan as presented. Rich Jacobs seconded the motion, and it passed.

#### Proposed Budget 2011 – January-June – Mary Baker

Mary Baker presented the proposed budget amendments to coordinate with the changes to the last six months of the 2010-11 work plan. She noted that line items have been highlighted if they have changed. The Town requested quarterly update of pedestrian signs has been added, as well as the Doc Watson project, increased funds for sign and façade incentive grants, continued infrastructure improvements and the market analysis item. Funds have been redistributed from the previously approved master planning process, promotional materials and the business recruitment plan. The association will have to work hard to meet its promotional meets with an even further restricted budget, but this should be accomplished by utilizing email correspondence whenever possible. The Doc Watson project will expend privately collected funds. Lynne Mason made the suggestion of renaming the, “downtown bench embellishments” item to, “site furnishings investment,” so the funding would be less restrictive if benches are not the first priority of the Town Council. Dan Meyer made a motion to approve the proposed budget amendments with the line item change. Lovins seconded the motion, and it passed. Mary also noted that the Board has approved the addition of the Doc Watson project to the annual work plan, but an amendment needs to also be made to include a new line item for the project in the July-December 2010 portion of the budget. Dan Meyer made a motion to approve the proposed budget line item amendment. Lovins seconded the motion, and it passed.

#### Town of Boone Downtown Task Force – Mary Baker & Lynne Mason

The Task Force held its fifth meeting on Wednesday, October 6<sup>th</sup>. The taskforce has scheduled an additional meeting on Wednesday, November 10<sup>th</sup>, to discuss criteria for MSD & Main Street spending and evaluate solutions for Main Street funding. Final recommendations will be compiled and presented to the Boone Town Council at their November 16<sup>th</sup> meeting. The Town Council has approved having the Taskforce present to the Town Council on Tuesday, November 16<sup>th</sup>, holding a public hearing for MSD & Main Street Spending on Wednesday, November 17<sup>th</sup>, and making a final decision on Thursday, November 17<sup>th</sup> at their regularly scheduled meeting. Changes are being proposed to take effect by January 1, 2011.

At the October 6<sup>th</sup> meeting, taskforce members voted that future MSD administration should come from either the Town of Boone or a newly created non-profit organization. If this recommendation is accepted, it will exclude the DBDA from the possibility of having a future MSD contract with the Town of Boone. Members should be aware that changes in how the DBDA operates seem very likely in the future. A recommendation has not yet been made about future administration of the Main Street Program. Some of the options being discussed by the Taskforce are to discontinue participation, administer the program through the Town, a new non-profit, or an existing non-profit. A taskforce member has also suggested looking into new programs the Town can participate in that may benefit the downtown. These items will be discussed at the November 10<sup>th</sup> meeting.

Some of the Council members on the taskforce have expressed their dissatisfaction in DBDA Board Members not attending the Taskforce meetings or applying to be on the Taskforce. These taskforce members have eluded that DBDA Board Member presence, or lack thereof, at the next Taskforce meeting may sway their opinions. DBDA Director, Mary Baker, has stated to the Taskforce that DBDA Board Members feel somewhat “uninvited” to participate on the Taskforce or listen to the meeting discussions because they have been discouraged in the past from making recommendations to the Town Council on how funds should be spent and which projects are priorities. She also noted to the Taskforce that a recommendation was made for the Town Council, Mayor and the DBDA Board of Directors comprise the

Downtown Taskforce and discuss the current issues and that recommendation was turned down by the Council. A majority of the current Board Members also appeared at the June Town Council meeting and voiced their concerns, opinions and desire to continue a working relationship with the Town Council during a public comment session. After the public comment session, the Town Council created the resolution to re-evaluate MSD & Main Street spending. These factors and others have all contributed to the willingness of DBDA Board Members to apply for the Downtown Taskforce and attend the meetings.

#### By-Law Changes, Office Policy, Employee Handbook, Time Sheet Policy, Conflict of Interest Policy and MSD Policy – Sheri Moretz

A second packet was distributed to everyone who attended the meeting. The packet contained the proposed changes to the several policies the DBDA is in process of updating or creating; Bylaws, Office Policy, Employee Handbook, Time Sheet Policy, MSD Policy & Conflict of Interest Policy. President Dempsey Wilcox has called special meeting of the Board of Directors on Monday, October 11<sup>th</sup>, for board members to discuss and consider these documents for approval. Please bring these packets with you to the meeting on the 11<sup>th</sup>. Committee work still needs to be done to make changes to the façade grant and sign incentive policies. Sheri Moretz and Dan Meyer volunteered to serve on a special committee to review these grants. An update will be given at the November Board of Directors meeting. Jason Berry made a motion to approve Dan Meyer and Sheri Moretz to serve on a special committee to review the façade and sign incentive grant policies. Rich Jacobs seconded the motion, and it passed.

#### **Design**

##### Downtown Pedestrian Sign Update – Mary Baker

As requested, the sign company has printed an 18”x310” version of the new downtown Boone pedestrian sign and copy of the map at its current size. Members were interested in getting the maps as store hand-outs and downtown agency wall maps. Lynne Mason mentioned that the Town of Boone is looking to utilize the DBDA graphics in some of their own projects and they would like the design companies to release their copyrights to these designs. Mary said she would look into pricing additional map items and if the companies would release their rights to the graphics the DBDA has had created.

The sign company cannot move forward until a decision is made about increasing the size of the pedestrian maps or not. If the map size is increased the sign poles and map frames will also need to be adjusted to accommodate the larger maps. Lynne Mason made a motion to approve the larger pedestrian maps and further work on the frame and pole updates to accommodate the maps. Jason Berry seconded the motion, and it was approved.

#### **Economic Restructuring**

##### Parking Update and Question and Answers from McLaurin Parking – Reta Jackson

An update was not given.

#### **Promotion**

##### Next Art Crawl – November 5th – Mary Baker

The October Art Crawl was a huge success. OASIS and the Watauga High School Orchestra both held special events during the event. The next Art Crawl will be on Friday, November 5<sup>th</sup>.

##### Doc Watson Sculpture – Mary Baker

At present, \$15,000 has been committed toward this project. John Cooper needs help in fund raising and soliciting people to make contributions.

**New Business**

There being no further business, the meeting was adjourned at 10:13 a.m.  
Minutes respectfully submitted for your approval

---

Mary Baker



**Downtown Boone Development Association  
Statement of Financial Income and Expense**

July 1 through November 5, 2010

	Municipal Service District	Doc Watson (Other)	Other - Other (Other)	Total Other	TOTAL
<b>Ordinary Income/Expense</b>					
Income					
Doc Watson Sculpture Project	0.00	7,920.00	0.00	7,920.00	7,920.00
<b>Total Income</b>	<u>0.00</u>	<u>7,920.00</u>	<u>0.00</u>	<u>7,920.00</u>	<u>7,920.00</u>
<b>Gross Profit</b>	0.00	7,920.00	0.00	7,920.00	7,920.00
Expense					
CAP Project Expense	0.00	0.00	1,116.69	1,116.69	1,116.69
Doc Watson Project	0.00	26.30	0.00	26.30	26.30
<b>Organization Budget</b>					
Annual Membership Mtg	350.00	0.00	0.00	0.00	350.00
Contract Labor	133.00	0.00	0.00	0.00	133.00
Copier	643.27	0.00	0.00	0.00	643.27
General Liability Insurance	388.14	0.00	0.00	0.00	388.14
Office Supplies & Equipment	564.94	0.00	0.00	0.00	564.94
Rent	1,200.00	0.00	0.00	0.00	1,200.00
Salaries	150.00	0.00	0.00	0.00	150.00
<b>Staff Salary &amp; Payroll Taxes</b>					
Employer Medicare	116.78	0.00	0.00	0.00	116.78
Employer Social Security	500.24	0.00	0.00	0.00	500.24
Staff Salary	7,903.73	0.00	0.00	0.00	7,903.73
Staff Salary & Payroll Taxes - Other	2,684.54	0.00	0.00	0.00	2,684.54
<b>Total Staff Salary &amp; Payroll Taxes</b>	<u>11,205.29</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>11,205.29</u>
Storage Unit	480.00	0.00	0.00	0.00	480.00
Telephone	276.25	0.00	0.00	0.00	276.25
Travel and Training	116.50	0.00	0.00	0.00	116.50
<b>Total Organization Budget</b>	<u>15,507.39</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>15,507.39</u>
<b>Special Events Operating Costs</b>					
Art Crawl	0.00	0.00	200.00	200.00	200.00
July 4th Parade	187.86	0.00	0.00	0.00	187.86
<b>Total Special Events Operating Costs</b>	<u>187.86</u>	<u>0.00</u>	<u>200.00</u>	<u>200.00</u>	<u>387.86</u>
<b>Total Expense</b>	<u>15,695.25</u>	<u>26.30</u>	<u>1,316.69</u>	<u>1,342.99</u>	<u>17,038.24</u>
<b>Net Ordinary Income</b>	<u>-15,695.25</u>	<u>7,893.70</u>	<u>-1,316.69</u>	<u>6,577.01</u>	<u>-9,118.24</u>
<b>Net Income</b>	<u><u>-15,695.25</u></u>	<u><u>7,893.70</u></u>	<u><u>-1,316.69</u></u>	<u><u>6,577.01</u></u>	<u><u>-9,118.24</u></u>

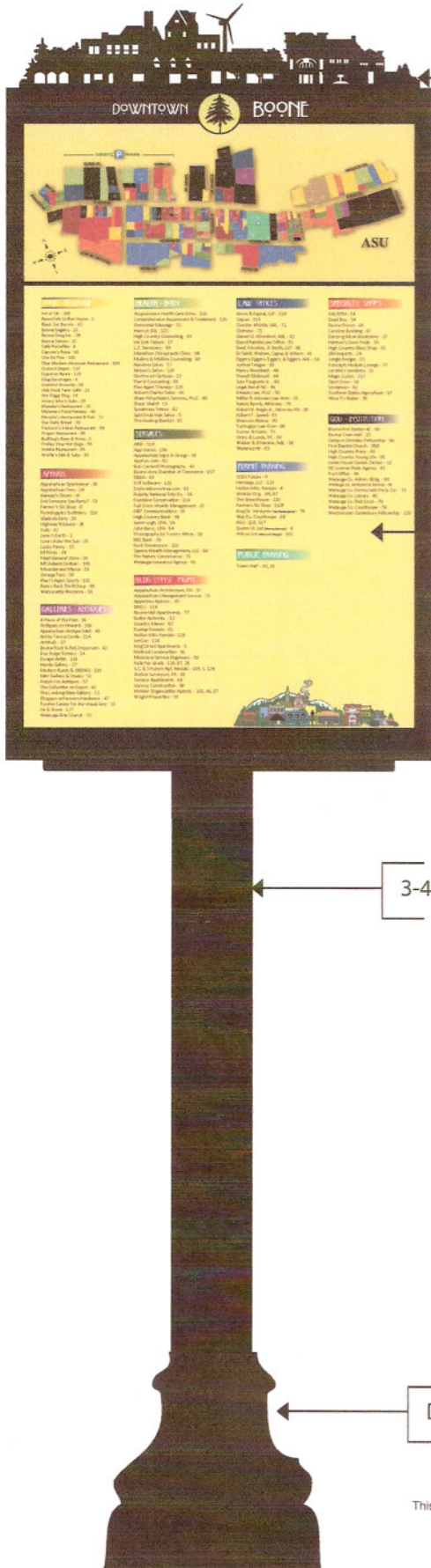
**Downtown Boone Development Association**  
**Statement of Financial Position**  
As of November 3, 2010

Accrual Basis

	Nov 3, 10
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
CD's	
High Country Bank	
CD# 10800009907	25,699.98
CD# 10800006685	-100.23
Total High Country Bank	25,599.75
Total CD's	25,599.75
Check and Savings	13,632.31
Doc Watson Sculpture	7,893.70
Public Art Program - Operating	5,405.30
Total Checking/Savings	52,531.06
Other Current Assets	
Prepaid Expenses	1,612.00
Total Other Current Assets	1,612.00
Total Current Assets	54,143.06
Fixed Assets	
Furniture & Equipment	3,533.53
Furniture & Equipment A/D	-2,981.28
Total Fixed Assets	552.25
<b>TOTAL ASSETS</b>	<b>54,695.31</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Salary and Liabilities	
Federal Withholding	908.40
Medicare Company	156.39
Medicare Employee	156.39
NC Withholding	1,417.00
Social Security Company	496.47
Social Security Employee	496.47
Total Salary and Liabilities	3,631.12
Total Other Current Liabilities	3,631.12
Total Current Liabilities	3,631.12
Total Liabilities	3,631.12
Equity	
Net Assets	60,182.49
Opening Bal Equity	-0.06
Net Income	-9,118.24
Total Equity	51,064.19
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>54,695.31</b>

# DBDA WAYFINDING SYSTEM PLAN

11-2-10



Custom cut finial (DBDA logo), attached to surrounding aluminum framing. Details to be hand painted white.  
\* "Downtown Boone" text also hand-painted.  
\* Circle "tree" or "db" attachment cut seperately and mounted to finial.

Black Aluminum Surrounding Frame System, to encase double-sided sign panels. Slide-In Access.

18" X 30" Map: Digital Print applied to double-sided, aluminum-faced panel. Panel will slide into top of surrounding Welded Aluminum Frame System.

Black Aluminum Surrounding Frame

3-4" Casing Pole (Aluminum) to slide over existing 2" pole.

Decorative Base to slide over pole casing.



# Appalachian Signs & design

## Estimate #1112

11/2/2010

**Prepared For:**

Downtown Boone Development Association  
Mary Baker  
PO Box 362  
Boone, NC 28607  
Phone: 828-262-4532 Fax: 828-265-9403  
Alt. Phone: 919-889-8574  
E-Mail: maryellabaker@gmail.com

**Prepared By:**

Laura Shoemaker  
Appalachian Signs  
898 W King St.  
Boone, NC 28607  
Phone: 828-265-1141 Fax: 828-265-7141  
Alt. Phone: 828-406-1129  
E-Mail: appsigns@charter.net

**Description:**

Wayfinding Sign System

Estimated time for production: 7 working days

Quantity	Description	Each	Total	Taxable
8	Aluminum - Post and Frames - 3" x 4' smooth round aluminum pole - vintage base - 30"h x 18"w x 1" x 2" tubing frame with a 3/16" routed downtown boone profile w/ painted details. Removable top to slide sign in. Powder coated satin black.	1050.00	\$8,400.00	✓
8	18 x 30 sign inserts - full color digitally printed vinyl w/ UV overlaminate applied to aluminum faced panel	95.00	\$760.00	✓
1	Installation - cut existing signs from posts - install new frame structures & signs	425.00	\$425.00	
			Subtotal	\$9,585.00
			Sales Tax	\$709.90
			<b>Total</b>	<b>\$10,294.90</b>

**Terms:**

This estimate good for 30 days. 50% due on signing, balance due on completion.

By my signature, I authorize work to begin and agree to pay the above amount in full according to the terms on this agreement.

Signed by	Date	Amt. Paid Today
-----------	------	-----------------



# Appalachian Signs & design

**Estimate #1113**

**11/2/2010**

**Prepared For:**

Downtown Boone Development Association  
Mary Baker  
PO Box 362  
Boone, NC 28607  
Phone: 828-262-4532      Fax: 828-265-9403  
Alt. Phone: 919-889-8574  
E-Mail: maryellabaker@gmail.com

**Prepared By:**

Laura Shoemaker  
Appalachian Signs  
898 W King St.  
Boone, NC 28607  
Phone: 828-265-1141      Fax: 828-265-7141  
Alt. Phone: 828-406-1129  
E-Mail: appsigns@charter.net

**Description:**

Quarterly reprint ( pricing for future prints) - full color digital print with UV overlamine

**Estimated time for production:** 7 working days

Quantity	Description	Each	Total	Taxable
16	Quarterly reprint ( pricing for future prints) - full color digital print with UV overlamine	37.50	\$600.00	✓
Subtotal			\$600.00	
Sales Tax			\$46.50	
<b>Total</b>			<b>\$646.50</b>	

**Terms:**

This estimate good for 30 days. 50% due on signing, balance due on completion.

By my signature, I authorize work to begin and agree to pay the above amount in full according to the terms on this agreement.

Signed by

Date

Amt. Paid Today

## **DOWNTOWN BOONE DEVELOPMENT ASSOCIATION FACADE INCENTIVE GRANT PROGRAM INFORMATION SHEET 2010-2011**

The purpose of the DBDA Facade Incentive Grant Program is to encourage property owners and lease holders in the municipal service district of Boone to improve the appearance of downtown buildings. Any type of facade improvement is eligible for funding, but priority is given to those projects which will make the most highly visible contribution to the overall appearance of the downtown district. Grants may be used for exterior renovations only.

### I. PURPOSES

- a) Provide economic incentive to renovate building facades in the municipal service district.
- b) Encourage good design projects that rehabilitate existing properties in keeping with the **Secretary of the Interior's Standards for Rehabilitation** whenever possible or introduce new design which is in keeping with the existing properties.
- c) Preserve the unique historic character of the municipal service district.
- d) Priority given to applications that incorporates visible energy efficiency techniques and initiatives, such as doors, windows, seals materials.

### II. ELIGIBILITY

- a) The owner of any building, structure, or site located within the boundaries of the Downtown Boone Municipal Service District Official Map of July 2010 may submit an application for FIG funding.
- b) Owners and tenants may apply for FIG funding separately; however, **any tenant must have the owner's/owners' written permission to carry out any renovation described in a FIG application.** Said written permission must be attached to the FIG application in order for the application to be considered for possible funding under the FIG program.

### III. RULES

- a) Grants shall be awarded on a reimbursement basis only following the satisfactory completion of an exterior facade renovation as detailed in an approved FAÇADE INCENTIVE GRANT APPLICATION. Up to one-half of the total cost for a renovation may be approved with a maximum award of \$2000.00 per facade.

- b) All applications must include architectural drawings and/or explanations of proposed work as well as cost estimates or construction bids. Any changes, additions, or deletions from the description of the proposed work as stated on the application and/or FIG Grant Agreement document must be pre-approved.
- c) All projects must meet the code requirements of the Town of Boone.
- d) All projects must be completed within the time specified on the FIG GRANT AGREEMENT document unless an extension of time has been approved by the DBDA Board of Directors.
- e) When the project is completed, the applicant must submit a written request for payment as well as receipts, cancelled checks, invoices, or other proof of funds spent for the project. When the request for payment is received in the DBDA office, the Economic Restructuring Committee & DBDA Board of Directors shall review the request for payment.
- f) Upon approval, DBDA Staff will be authorized to draft a voucher for payment and mail it to the address listed on the application. The amount of reimbursement shall not exceed the terms outlined in item A of these rules.
- g) Energy efficiency gives increased priority.
- h) A business will only be eligible for this grant award every five years.

#### IV. Timeline

- a) A grant period will be determined and announced by the DBDA Board of Directors, using electronic notices.
- b) Grant notifications will be made on a semi-annual basis during the calendar year.
- c) Grants awards will be dispersed on a reimbursement basis only.

## **CHECKLIST FOR FACADE INCENTIVE GRANT APPLICATIONS 2010-2011**

- \_\_\_\_\_ 1. Request a grant application package from the DBDA office (Telephone 828-262-4532) or download an application from the DBDA Website, [www.boone-nc.org](http://www.boone-nc.org).
  
- \_\_\_\_\_ 2. Complete application, including design plans or architectural **drawings, owner's** permission/signature, etc. An appointment for free NC Main Street Design assistance may be made if requested by the applicant.
  
- \_\_\_\_\_ 3. Return three copies of the completed application to the DBDA office either by mail or by leaving the package for Mary Baker at the DBDA Office, 736 West King St.
  
- \_\_\_\_\_ 4. Application will be given to the Economic Restructuring Committee of the DBDA for review. If the design for the project is approved, the Economic Restructuring Committee will present the application to the DBDA Board of Directors for approval. If the design for the project is not approved, the DBDA office will notify the applicant.
  
- \_\_\_\_\_ 5. The Economic Restructuring Committee will review the application as to cost, quality of proposed construction, materials, etc. If the application receives final approval, the DBDA Board of Directors will authorize the Downtown Director to draw up a FIG Grant Contract for agreement and signatures of the committee chair and the applicant/applicants. If the application is not approved after presentation to the Board of Directors, the DBDA Board will authorize DBDA Staff to draft a letter notifying the applicant of the final decision.
  
- \_\_\_\_\_ 6. The applicant completes the project as specified in the FIG Grant Agreement.
  
- \_\_\_\_\_ 7. The applicant submits a request for payment and the necessary documentation of expenses to the DBDA office.
  
- \_\_\_\_\_ 8. The Economic Restructuring Committee reviews the request for payment and inspects the completed project. If the project has been completed satisfactorily, the Economic Restructuring Committee will present the project for voucher approval by the the DBDA Board of Directors. Upon approval by the Board, DBDA Staff will be authorized to draft a voucher for payment and mail it to the address listed on the application.
  
- \_\_\_\_\_ 9. The applicant shall be responsible for reporting and paying any applicable federal, state, or local taxes on funds received through the FIG Program.

**DOWNTOWN BOONE DEVELOPMENT ASSOCIATION  
FACADE INCENTIVE GRANT APPLICATION  
2010-2011**

**Please complete in ink and submit three copies to the DBDA office at 736 West King Street (Mailing address: PO Box 362, Boone, NC 28607).**

**OWNER INFORMATION**

- 1) Property Owner's Name: \_\_\_\_\_
- 2) Mailing Address: \_\_\_\_\_
- 3) Phone: \_\_\_\_\_

**PROPERTY INFORMATION**

- 1) Address of Property for which facade will be done:  
\_\_\_\_\_
- 2) Current Use of Building: \_\_\_\_\_
- 3) List names of all non-residential tenants – business and business owner/contact:
- 4) Amount of street frontage: \_\_\_\_\_ 5) Building length: \_\_\_\_\_
- 6) Number of floors above ground: \_\_\_\_\_ 7) Number of floors below ground \_\_\_\_\_
- 8) Does building have any structural damages or areas in need of major repair? If so, please explain briefly:

**DETAILS OF PLANNED FACADE**

Describe the planned facade renovation as specifically as possible. Attach any architectural plans or work descriptions. If you have used the Main Street Design Consultant, you may submit that plan, indicating any changes such as color, awning type, etc. that you plan to make. Please include color chips of any proposed paint colors. Use a separate sheet if necessary.

**RENOVATION INFORMATION (Continued)**

- 2) Provide a detailed cost estimate or construction bid for the facade renovation for which you are applying for FIG funding. Use a separate sheet if necessary.

OWNER/APPLICANT SIGNATURE

I have read and agree to the rules outlined on the Facade Incentive Grant Program Information Sheet of the Downtown Boone Development Association. I understand that all funding for this program is on a reimbursement basis and that said funding will not be paid until the project outlined in this application is completed and approved by the Economic Restructuring Committee and with final approval by the DBDA Board of Directors..

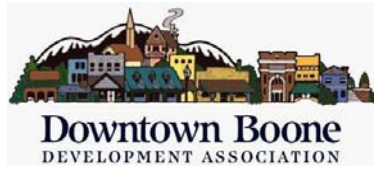
I also agree to allow the Downtown Boone Development Association to use illustrations of this project within its publications and advertisements as the DBDA considers appropriate.

\_\_\_\_\_  
Signature of Property Owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Applicant If Different From Property Owner

\_\_\_\_\_  
Date

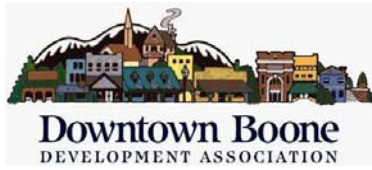


## **DESIGN GUIDELINES FOR PROPERTIES RECEIVING FACADE INCENTIVE GRANTS**

***Buildings which are 30 years old or older should be renovated according to the Secretary of the Interior's Standards for Rehabilitation which are as follows:***

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 characterizes 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 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.
- 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 preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- 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.



***The following are guidelines which also apply to construction methods and materials for properties within the municipal service district:***

- A. All work must conform to existing building codes and ordinances of the Town of Boone.
- B. Height: Additions or new construction should fall within the range of 10% of mean building height found in the block. Buildings at the ends of blocks should be similar in height to buildings on adjoining corners.
- C. Width: Additions or new construction should respect the primacy of established width by designing a rhythmic division of the facade to maintain existing progression.
- D. Setback: Additions or new construction should maintain the uniform setback of buildings and align with facades.
- E. Proportion of Openings: New construction, additions, and remodeling of existing buildings should maintain established proportion and spacing of window openings.
- F. Materials: The quality of building materials varies widely, and it is the quality of the finish materials and its application that determines compatibility. Use the highest quality facing materials possible. Materials that are compatible in quality, color, texture, finish, and dimension to those existing in the project area are encouraged.
- G. Roof Forms: Gabled and/or residential roofs are not appropriate; historically downtown buildings have flat roofs. The roof plane should be hidden from view on the front facade. Decoration of the roofline by use of special materials, forms, or decorative details, using examples from surrounding buildings as a guide is encouraged.
- H. Color: Colors should coordinate with neighboring buildings. The more intense hues of a color are discouraged. The use of more than one vivid color per building is discouraged. The use of colors that are disharmonious with other colors used on the buildings or found on the adjacent buildings is discouraged. Contrasting colors which accent architectural details and entrances are encouraged.
- I. Cornices: 1) The retention and repair of existing cornices is strongly encouraged whenever possible. 2) The re-creation of missing cornices should be done with care, using surrounding existing cornices as a guide.
- J. Side Elevations and Rear Facades: 1) Side elevations and rear facades should be treated as a main facade. 2) The development of rear or side entrances with appropriate design is encouraged.
- K. Signs: Sign guidelines for the central business district have been developed to prevent visual clutter in the downtown areas and to improve the general visual quality of downtown. Individuality and creativity are encouraged within the framework of quality. Signs should relate to each other through quality, not necessarily through uniform materials, lettering or size. All signs are controlled by the Sign Ordinance of the Town of Boone. Qualities of good signs are as listed below: 1) Good signs have the following characteristics: legibility, clarity, attractiveness, durability, and good placement.  
2) Most buildings are designed with a defined sign space. The location of signs of appropriate size in these spaces is strongly encouraged. 3) Plastic, illuminated signs are strongly discouraged. Consider attached, flat, or hanging signs lit with outside indirect lighting.  
4) All signs must meet zoning and building code requirements. 5) Hanging or projecting signs or hand-painted window signs of good quality or encouraged.
- L. Awnings: 1) Awnings should relate to shape and color of the building. 2) Metal canopies are strongly discouraged, except when historically appropriate, and their removal and replacement with fabric awnings is strongly encouraged. If installed or retained, they should be designed or treated in a manner that adds to the visual quality of the building. 3) All awnings must meet zoning and building code requirements.

DOWNTOWN BOONE DEVELOPMENT ASSOCIATION SIGN INCENTIVE GRANT  
PROGRAM INFORMATION SHEET 2010-2011

The purpose of the DBDA Sign Incentive Grant (SIG) Program is to encourage property owners and lease holders in the municipal service district of Boone to improve the appearance of downtown buildings. Any type of signage improvement is eligible for funding, but priority is given to those projects which will make the most highly visible contribution to the overall appearance of the downtown district. Grants may be used for exterior renovations only.

I. PURPOSES

- a) Provide economic incentive to renovate building signage in the municipal service district.
- b) Encourage good design projects which rehabilitate existing properties in keeping with the Secretary of the Interior's Standards for Rehabilitation whenever possible or introduce new design which is in keeping with the existing properties.
- c) Preserve the unique historic character of the municipal service district.

II. ELIGIBILITY

- a) The owner of any building, structure, located within the boundaries of the Downtown Boone Municipal Service District Official Map of July 2010 may submit an application for SIG funding. Owners and tenants may apply for SIG funding separately; however, any tenant must have the owner's/owners' written permission to carry out any renovation described in SIG application.

III. RULES

- a) Grants shall be awarded on a reimbursement basis only following the satisfactory completion as detailed in SIGN INCENTIVE GRANT APPLICATION. Up to one-half of the total cost for a sign may be approved with a maximum award of \$1000.00 per sign.
- b) All applications must include architectural drawings and/or explanations of work and construction bids.
- c) All projects must meet the code requirements of the Town of Boone.
- D) All projects must be completed within the time specified on the SIG AGREEMENT document.
- e) When the project is completed, the applicant must submit a written request for payment and include receipts, cancelled checks, invoices, or other proof of funds spent for the project. When the request for payment is received in

the DBDA office, the Economic Restructuring Committee will review the request for payment. The Economic Restructuring Committee shall report and present the SIG for approval by the DBDA Board of Directors and the Board will authorize DBDA Staff to draft a voucher for payment. The amount of reimbursement shall not exceed the terms outlined in these rules.

- f) A business will only be eligible for this grant award every five years.

#### IV. Timeline

- a) A grant period will be determined and announced by the DBDA Board of Directors, using electronic notices.
- b) Grant notifications will be made on a semi-annual basis during the calendar year.
- c) Grants awards will be dispersed on a reimbursement basis only.

CHECKLIST FOR SIGN INCENTIVE GRANT APPLICATIONS  
2010-2011

\_\_\_\_\_ Complete application, including design plans or architectural drawings, owner's permission/signature, etc.

\_\_\_\_\_ Return three copies of the completed application to the DBDA office either by mail or by leaving the package for Mary Baker, Director for the DBDA at 736 West King Street, 262-4532

\_\_\_\_\_ The Economic Restructuring Committee will review the application as to cost, quality of proposed construction, materials, etc. If the application is approved by the Committee, it will be presented for approval by the DBDA Board of Directors. After review by the DBDA Board of Directors, DBDA Staff will be authorized to either: 1) If the application is approved, draw up a SIG Contract for agreement to be signed by the chair of the Economic Restructuring Committee and the applicant/applicants, or 2) If the application is not approved, draft a letter notifying the applicant of the final decision.

\_\_\_\_\_ The applicant completes the project as specified in the SIG Contract.

\_\_\_\_\_ The applicant submits a request for payment and the necessary documentation of expenses to the DBDA office within six months of completion of the project. The Economic Restructuring Committee reviews the request for payment and inspects the completed project. If the project has been completed satisfactorily, DBDA Staff will draft a voucher for payment and will mail it to the address on the grant application. Voucher authorization is subject to approval by the DBDA Board of Directors.

\*\*\*The applicant shall be responsible for reporting and paying any applicable federal, state, or local taxes on funds received through the SIG Program.\*\*\*

DOWNTOWN BOONE DEVELOPMENT ASSOCIATION - SIGN INCENTIVE GRANT APPLICATION

Please complete in ink and submit three copies to the DBDA office at 736 West King Street or mail to: *PO Box 362, Boone, NC 28607*

Property Owner Information

1) Property Owner's Name:

\_\_\_\_\_

2) Mailing Address: \_\_\_\_\_

3) Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Owner Information

1) Business Owner's Name:

\_\_\_\_\_

2) Mailing Address: \_\_\_\_\_

3) Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Property Information

1) Address of Property for which sign will be done:

\_\_\_\_\_

2) Current Use of Building:

\_\_\_\_\_

3) List names of all non-residential tenants – business and business owners/contact:

DETAILS OF PLANNED SIGN

Describe the sign as specifically as possible. Provide a drawing including color and material.

OWNER/APPLICANT SIGNATURE

I have read and agree to the rules outlined on the Sign Incentive Grant Program Information Sheet of the Downtown Boone Development Association. I understand that all funding for this program is on a reimbursement basis and that said funding will not be paid until the project outlined in this application is completed and approved by the Economic Restructuring Committee and final approval by the DBDA Board of Directors.

I also agree to allow the Downtown Boone Development Association to use illustrations of this project within its publications and advertisements as the DBDA considers appropriate.

\_\_\_\_\_  
Signature of Property Owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Applicant If Different From Property Owner

\_\_\_\_\_  
Date