

Rolesville Downtown Development Association

Façade Improvement Program (Established May 2025)

Purpose

To enhance the overall appearance of Rolesville's downtown area, by incentivizing the renovation and/or rehabilitation of the facades of commercial buildings and other site features, therefore resulting in a noticeable positive impact on downtown commercial buildings and properties. A façade improvement program can:

- Improve the look of a building's exterior through landscaping, lighting, signs, new paint and more.
- Support local businesses and make the area more attractive and marketable.
- Increase the commercial property's value.
- Stimulate investment in downtown Rolesville commercial buildings.

Eligible Amount

Program Funding & Matching Requirement

This is a 50/50 matching program, meaning applicants are required to contribute at least 50% of the total project cost. Program funding from the Rolesville Downtown Development Association (RDDA) and the Town of Rolesville will cover the remaining 50%, up to a maximum of \$2,500 per project.

Examples:

For a \$6,000 façade improvement project (e.g., painting and new window awnings), the applicant would receive the maximum reimbursement of \$2,500.

For a \$1,000 project, the applicant would be eligible for a \$500 reimbursement.

Note: The maximum program reimbursement amount per application is \$2500, regardless of total project cost.

Program funds from the Town of Rolesville are allocated annually by the Town Board of Commissioners as part of the fiscal year budgeting process. The program is managed and administered by the Rolesville Downtown Development Association. Once allocated funds are exhausted for the year, additional applications may still be reviewed and considered based on available funding.

A property may not receive funding for the same façade improvements within a three-year period. However, this does not prevent a new business owner from applying for new signage within that period, provided the business name has changed.

Application Submission and Award of Fund

The program will operate on a first come first serve basis, until available funds are exhausted for the year.

Funds become available on July 1 and applications will be reviewed in the order that they are received. A typical review takes 4 weeks, upon which the RDDA will notify the applicant of an approval or denial. Upon notification of approval, the applicant may commence their façade improvement project. Any work done prior to approval will be ineligible for program funds. Once the project is complete, the applicant will notify the RDDA to conduct an inspection, and upon inspection before funds are disbursed. This is a reimbursable program, meaning funds are provided to the recipient of the program award after all work has been completed

and inspected by a representative(s) of the RDDA. Upon project completion, copies of paid statements and/or invoices must be submitted to claim reimbursement.

It is important to note that all applications must go through a review, and ultimately approval, by the RDDA before reimbursement is made.

Who Can Apply

- Properties must be located within the official Downtown Rolesville boundary area. (See map below.)
- Commercial tenants (for exterior, permanently affixed signage) operating within Downtown Rolesville, with written permission from the property owner.
- Only commercial properties located within the designated Downtown Rolesville boundaries are eligible.
- Applicant must be a for-profit business and/or offer retail sales, generating sales and use tax revenue.
- A property owner with multiple buildings or businesses in the downtown district may be awarded a maximum of 2 reimbursements in a three-year period, and it must be tied to a single business or property.

Eligible Exterior Improvements

For the purposes of the façade improvement program, a building's exterior shall be defined as any exterior wall, which fronts on a public right-of-way (public street or public facing). 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.

Program recipients may use funds for specified exterior building improvements, in accordance with the Town's Land Development Ordinance (LDO), Sign Ordinance, Laws, etc. for the following and not limited to:

1. Exterior lighting.
2. Repair or purchase of new awnings.
3. Permanent signage attached to the structure is allowed, but funds cannot be used for temporary or removable signage).
4. Building sign that identifies business.
5. Exterior painting.
6. Storefronts or facades repair.
7. Door replacement or repair.
8. Window repair or replacement.
9. Masonry repair.
10. Transom glass repair/replacement of architectural details or materials.
11. Handicap accessibility improvements.
12. Gutters and downspouts repair or replacement.
13. Relocation of electrical wiring.

Program-eligible improvements are limited to capital improvements that are attached to and remain with the building's structure. Exception: Signage for Business name that is attached to the building.

Eligible and Ineligible Expenses

Eligible Improvements:

Program funds may only be used for permanent capital improvements that are physically attached to the building and remain with the property.

Completion & Inspection:

Once the approved work is completed, the award recipient must notify the Rolesville Downtown Development Association (RDDA). The RDDA reserves the right to inspect the completed improvements before any reimbursement is issued.

Ineligible Expenses Include (but are not limited to):

- Payment of existing debt, events, or programs
- Working capital or operating expenses
- Inventory or non-capital equipment
- Ongoing maintenance or cleaning costs
- Professional service fees (e.g., engineering, architectural, legal, or financial)
- Any project expenses incurred before program approval.

Any expenses incurred as part of the project prior to notification of an award are not eligible for reimbursement and cannot be applied as your private investment match/share.

If the business closes or moves out of Rolesville town limits in less than 18 months after the award has been made, the business shall reimburse each the Town and the RDDA for their portions of the match provided. In the event of a verifiable economic downturn or other unforeseen circumstances, RDDA shall evaluate and make decisions on a case-by-case basis.

Application Requirements

1. Completed application form signed by the applicant and property owner submitted electronically.
2. Photographs of the structure and its existing condition.
3. Paint or fabric samples for new paint, murals, or awnings.
4. Detailed drawings, renderings, or written details of the proposed work including the proposed façade improvements, building plans, etc.
5. Cost estimates from a qualified professional (e.g., licensed contractor, mason, or professional painter or awning company). Cost estimates must be itemized. Cost estimates may not be provided by the applicant for their own work.

Coverage Area for Eligibility

Eligible businesses include those located within the following boundaries and occupying frontage along the following roads:

- North Main Street, between Young Street and Pulley Town Road.
- East Young Street, between Perry Street and Main Street.
- West Young Street, between Granite Falls Blvd. and Main Street.
- South Main St. between Young Street and Lonnie Drive.
- Rogers Road, between Granite Falls Blvd. and Main Street.
- Southtown Circle.
- Burlington Mills Road, between Rolesville Middle School and Main Street.
- Jonesville Road, between Prides Crossing and Main Street.

Any business located at the corner of any intersection mentioned above are eligible as well. Map is subject to change at the discretion of the Rolesville Downtown Association Board.

