



Wendell Downtown Development Committee
Board Room
409 Landing View Drive, Wendell NC, 27591
Regular Session Agenda
Thursday, October 26, 2023 @ 5:30 PM

CALL TO ORDER

1. ADJUSTMENT AND APPROVAL OF THE AGENDA

2. RECOGNITIONS, REPORTS, AND PRESENTATIONS

2.a Bond Referendum Information Presentation

Staff Contact: Matt Garner
Economic Development Specialist

mgarner@townofwendellinc.gov

3. ADMINISTRATIVE ITEMS

3.a Downtown Improvement Grant

Staff Contact: Matt Garner
Economic Development Specialist

mgarner@townofwendellinc.gov

4. STAFF UPDATE

Updates on Town Activities for the DDC

ADJOURN



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DOWNTOWN DEVELOPMENT COMMITTEE AGENDA ITEM REPORT

DATE: October 26, 2023

SUBMITTED BY: Matt Garner, Administration

ITEM TYPE: Awards and Presentations

AGENDA SECTION: RECOGNITIONS, REPORTS, AND PRESENTATIONS

SUBJECT: Bond Referendum Information Presentation

SPECIFIC ACTION REQUESTED: Receive the Presentation

ITEM SUMMARY: Town Manager Marc Collins will present a presentation on the Town's first bond referendum and potential issuance.

ATTACHMENTS:
[Bond Referendum Presentation V5.pptx](#)



Wendell 2023 Bond Referendum

Funding projects for the community.



2023 Bond Referendum

The Town of Wendell has begun the process to hold a voter referendum at the municipal election on November 7, 2023



2 General Obligation Bonds Proposed

The Board of Commissioners held a Public Hearing and adopted the Resolution for two bond orders on August 14, 2023: a bond order for \$38 million is proposed for Parks & Recreation facilities. A second bond order for \$12 million is proposed for Transportation improvements.



Make Your Voice Heard

- The Town Board of Commissioners voted unanimously on August 14 to give Wendell residents the opportunity to decide on two bond questions.
- The bond questions will appear on the November 7, 2023 municipal elections ballot.
- If both of the questions are approved, the Town would be authorized to issue up to \$50 million in general obligation (GO) bonds.
- The two bond categories are a Parks and Recreation Bond and a Transportation Improvement Bond.

What are General Obligation (GO) Bonds?

- Debt issued by states, local governments and local government entities such as school districts.
- Bonds are the most fiscally responsible way for the Town to obtain financing for capital projects over the long term.
- Bonds must be repaid.

Parks & Recreation Bond

Bond Amount: \$38 million

Funding will be used to acquire, construct, improve, and expand parks, greenways, and recreational facilities.



Potential Projects: Parks & Recreation Bond

Wendell Athletic Field Complex

This is a 25-acre field complex that would include 1 lighted grass field sized for football, soccer, or lacrosse, 1 grass field suitable for soccer, lacrosse, or football and cheerleading practice, and 3 artificial turf fields for soccer or lacrosse. This complex would also include parking, concessions, restrooms, storage, picnic shelters, walking trails, and connectivity to the Buffalo Creek Greenway.

The Town anticipates a partnership with the athletic club, NCFC, to operate soccer programs and coordinate other field sports such as lacrosse. Another significant partner is Wendell Rams & Cheer. The Athletic Field Complex will serve as a new home to these partners with a lighted football field and practice field, concessions, restrooms, field house, and equipment storage.



Potential Projects: Parks & Recreation Bond

New Recreation Center

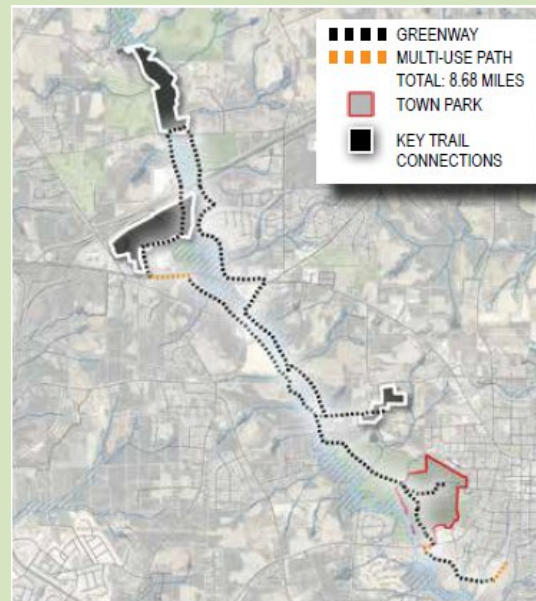
In time, this facility would replace the current Wendell Community Center. The new facility will be needed due to the growth in population and the current community center having limited space. The new ADA-accessible facility would include multiple basketball/volleyball courts, program spaces, exercise space, and staff offices.



Potential Projects: Parks & Recreation Bond

Buffalo Greenway Project

The Buffalo Creek Greenway will provide a paved multi-use trail connecting the Main Street Greenway in Downtown Wendell to Wake County's Robertson Mill Pond Preserve, Carver Elementary School, East Wake High School, and the new Wake Tech Campus with approximately 4 miles of trail and connectors. Project funding beyond design is dependent on Referendum support and grant funding for construction.



Potential Projects: Parks & Recreation Bond

Main Street Greenway Project

The Main Street Greenway Project provides for the design of 3,200 feet of 12-foot paved trail on the S. Main Street right-of-way. Construction is planned for Fiscal Year 2025 and is contingent on Referendum funding support and grant funding. This is the first segment of a 3.3-mile trail that will connect Downtown to the current Wendell Park and Wendell Falls.



Transportation Improvement Bond

Bond Amount: \$12 million

Funding will be used to acquire, construct, extend, widen, resurface, install and improve streets and sidewalks, and other general transportation improvements.



Potential Projects: Transportation Improvement Bond

Wendell Falls Parkway & Eagle Rock Road Intersection Project

This project provides for the design of intersection improvements for the intersection of Wendell Falls Parkway and Eagle Rock Road to meet the proposed alignment of the Transportation Plan. Future funding sources will be determined through the establishment of an encroachment agreement with NCDOT and a development agreement to direct required offsite improvements and fee-in-lieu payments for the construction of the designed project in future fiscal years. The anticipated design is a 4-lane cross section for both roads with associated turn lanes and provisions for pedestrians and multi-use paths.



Potential Projects: Transportation Improvement Bond

Road Widening

Road widening projects are proposed for Wendell Falls Parkway, Eagle Rock Road, and Wendell Boulevard.

Bike & Pedestrian Improvements

Hollybrook Road, Big Falls Drive, Third Street, and Taylor Road

Intersection Improvements

Eagle Rock Road and Wendell Boulevard



Tax Information

Current tax rate is \$0.47 per \$100 of taxable value. For FY 2024, 1 cent of property tax generates \$138,298.

Town Council and staff anticipate a property tax rate increase of up to 6.9 cents. This can vary based on changes in valuation, interest rates, and timing of borrowing.

For a Wendell resident who owns a home that has the current average valuation of \$238,932, the 6.9-cent increase would mean an annual tax bill increase of \$165 or about \$13.75 monthly



Municipal Costs Comparison

Wake County Municipality	Average Home Value	Property Tax Rate	Annual Property Tax	Annual Solid Waste Fees	Annual Water and Sewer Charges	Annual Stormwater Fees	Total
Knightdale	\$255,359	0.4500	\$1,149.12	\$210.00	\$672.60	\$81.00	\$2,112.72
Zebulon	\$209,751	0.5750	\$1,206.07	\$347.16	\$617.04	\$0.00	\$2,170.27
Garner	\$244,923	0.6270	\$1,535.67	\$0.00	\$672.60	\$0.00	\$2,208.27
Morrisville	\$368,766	0.3900	\$1,438.19	\$0.00	\$812.16	\$50.00	\$2,300.35
Wendell*	\$238,932	0.5927	\$1,416.15	\$300.00	\$617.04	\$75.00	\$2,408.19
Raleigh	\$321,550	0.4330	\$1,392.31	\$268.80	\$672.60	\$88.32	\$2,422.03
Cary	\$414,899	0.3450	\$1,431.40	\$264.00	\$812.16	\$0.00	\$2,507.56
Wendell with Bond*	\$238,932	0.6617	\$1,581.01	\$300.00	\$617.04	\$75.00	\$2,573.05
Wake Forest	\$321,047	0.5050	\$1,621.29	\$264.00	\$728.16	\$0.00	\$2,613.45
Rolesville	\$362,776	0.4600	\$1,668.77	\$300.00	\$728.16	\$0.00	\$2,696.93
Holly Springs	\$372,538	0.4216	\$1,570.62	\$244.56	\$843.48	\$62.40	\$2,721.06
Fuquay-Varina	\$293,126	0.4550	\$1,333.72	\$252.00	\$1,205.76	\$0.00	\$2,791.48
Apex	\$391,452	0.4400	\$1,722.39	\$275.04	\$753.84	\$60.00	\$2,811.27

* Includes Wake County Fire Tax of 0.1227

Voter Information



Early voting begins October 19, 2023. Election Day is November 7, 2023.



For more information about the 2023 Bond Referendum, please visit townofwendell.com/2023Bond



For more information about how to register to vote, absentee ballot voting, early voting days and times, where to vote on Election Day and more, please visit wakegov.com/departments-government/board-elections or call (919) 404-4040



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DOWNTOWN DEVELOPMENT COMMITTEE AGENDA ITEM REPORT

DATE: October 26, 2023

SUBMITTED BY: Matt Garner, Administration

ITEM TYPE: Policies

AGENDA SECTION: ADMINISTRATIVE ITEMS

SUBJECT: Downtown Improvement Grant

SPECIFIC ACTION REQUESTED: Provide feedback on changes to the Downtown Facade Grant Program and Building Upfit Grant

ITEM SUMMARY: Staff has received feedback from the Town Board of Commissioners regarding the Town's façade grant program and has incorporated that feedback into a new "Downtown Improvement Grant" which combines the current façade grant and building upfit grant programs. Staff is looking for the Downtown Development Committee's feedback into components of the new policy.

ATTACHMENTS:
[Downtown Improvement Grant Update-Draft.docx](#)



Downtown Improvement Grant

Wendell, NC was settled in the 1850's and later incorporated in 1903. Historically, Wendell has primarily been an agrarian community focused on tobacco farming, and the rich soils in eastern Wake County brought new residents to the area and new economic opportunities followed. Soon after the Town's incorporation, Main Street was created, and Downtown Wendell sprang to life. Since this time, business and commerce in Wendell has concentrated on its downtown core.

The Downtown Improvement Grant is intended to promote private investment in the downtown built environment and encourages the preservation of Wendell's small-town charm and historic character by giving tenants and property owners access to no-cost capital for façade improvements and other building improvements such as multi-story activations and new restaurant space.

Who can apply?

Property owners and/or their tenants of commercial properties within Downtown Wendell as defined in Blueprint Wendell 2030's "Downtown Focus Area".

Eligible Uses

- Removal of false fronts (such as aluminum or vinyl panels)
- Repair or replacement of windows, doors, transom glass, and cornices
- Repair or replacement of façade materials
- Repair or replacement of character defining architectural features
- New awnings
- Structural Improvements that allow for new use of 2nd and 3rd story spaces
- Improvements related to the creation of new commercial kitchens and restaurants
- Exterior lighting
- Exterior Painting or Murals (murals must be approved by the Appearance Commission)

Eligibility Criteria

- For the purposes of the Town's Façade Grant Program, a building's exterior shall be defined as any exterior wall which fronts on a public right-of-way. Further, a single façade is 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.
- Only existing buildings constructed more than 10 years prior to the date of application are eligible.
- The applicant shall agree at the time of application to maintain the façade and may not receive a grant for the same façade within a 5-year period. Façade grants will not be awarded for the same type of work to the same tenant in a 10-year period. These restrictions may be waived for a new tenant at the Board's discretion.
- Improvements and/or rehabilitations must comply with all state and local regulations and obtain required permits through the applicable sources.
- Proposed work may not begin prior to applying for a grant.

- Proposed work may not incorporate signage or advertisements for any business.
- Ineligible costs include but are not limited to: financing of existing debt, working capital, non-capital equipment inventory, operation and maintenance costs, and soft costs such as fees for engineering, architectural, financing, or legal services.
- Tier-4 grantees must sign an agreement stating that the proposed improvements will remain in place for a minimum of three years. If the business closes or the property is sold for a different use, the appropriately pro-rated portion of the grant will be returned to the Town.

Award Amount

The Downtown Improvement Grant Program is designed to provide incentive funds to applicants by matching up to 50% of the cost of the improvements or the maximum dollar amount by tier (as set forth below), whichever is lesser. Funds are allocated by the Town Board of Commissioners each fiscal year through the annual budgeting process. Once grant funds expire for the fiscal year, applications may still be considered, and additional funds may be allocated pending approval by the Town Board. Improvements are given a point value and grants are scored utilizing the attached scoring matrix.

- Tier 1 – Up to a maximum of \$2,000 2-4 points
- Tier 2 – Up to a maximum of \$5,000 5-11 points
- Tier 3 – Up to a maximum of \$10,000 12-14 points
- Tier 4 – Up to a maximum of \$50,000 15+ points

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 painting, murals, or awnings.
4. Detailed drawings, renderings, or written details of the proposed work including the proposed façade improvements, building plans, etc.
5. Two (2) cost estimates from a qualified professional (e.g. licensed contractor, mason, or professional painter or awning company) for Tier 2, 3 and 4 grants, and one (1) for Tier 1 grants. Cost estimates must be itemized.
 - a. Cost estimates can not be provided by the applicant for their own work.

Approval Process

1. Once a full and complete application packet is received, Town staff will review the application to determine program eligibility. Staff will inform the applicant of the next meetings dates of the Downtown Development Committee and subsequent Board of Commissioners meeting. Attendance by the applicant or their designee at both meetings is strongly encouraged for grant consideration.
2. The Downtown Development Committee (DDC) will review the application at its regular meeting and make a recommendation to the Town Board of Commissioners for approval or denial.
3. The Board of Commissioners will review the application and approve or deny the application and grant amount at their next meeting following a DDC meeting.

4. Once approved, façade improvements must be completed within six (6) months for Tier 1 grants, and one year or twelve (12) months for Tier 2 and 3 grants.
 - a. Town staff may grant a one-time six (6) month extension by request, following significant explanation from the applicant for Tier 2-4 grants.
5. Once approved, Tier-4 grantees must complete the grant recipient agreement form.
6. Once the improvements have been completed, copies of the applicant's canceled checks or contractors' paid statements must be sent to Town staff. An inspector will ensure work is in conformance with the application and applicable permits and ordinances. Completed paperwork is then forwarded to the Finance Department for grant disbursement.

Downtown Improvement Grant Scoring Matrix

Downtown Improvement Grant Scoring Matrix	
Improvement	Points Awarded
Exterior Painting	1
Exterior Lighting	1
Awning Installation/Repair	1
Mural Installation* (not combined with other painting)	2
Improvement of Multiple Facades	2
Compliance with SOI Historic Preservation Guidance**	4
Repair/Replacement of Windows or Doors	5
Repair/Replacement of Façade Materials	5
Second/Third Story Activation***	12
Project Creates a New Restaurant	15

*Murals are subject approval by the Appearance Commission and the points are not additive with general painting.

**Applicant must provide details of how their project complies with applicable standards.

***Multi-story activation includes internal and external improvements that allow for new commercial, retail, or residential space where it does not currently exist.



Downtown Improvement Grant Program Application

Economic Development Department, 409 Landing View Drive, Wendell NC 27591
Matt Garner | (919) 366-6892 | mgarner@townofwendellnc.gov

Applicant Information:

Applicant or Business Name: _____

Property Address: _____

Phone: _____ Email: _____

Owner or Tenant Occupied: _____

Owner Signature (if different from applicant): _____

Current Building Use: _____

Proposed Building Use (if different): _____

Grant Type Requested (circle one): Tier 1 Tier 2 Tier 3 Tier 4

Description of project:

Total Estimated Project Cost: _____

Grant Amount Requested: _____

By signing below, you attest that you have read and fully understand the façade program guidelines and requirements and agree to conform to them. You also agree to indemnify and hold harmless the Town of Wendell against any and all claims or actions which might result from any occurrence in connection with this grant.

Applicant Signature: _____ Date: _____

This application and all other required materials to be submitted electronically to
Matt Garner at mgarner@townofwendellnc.gov

Staff Use Only:

Date Received: _____ Staff Signature: _____

Next DDC Meeting Date: _____ Next Board Meeting Date: _____