

TOWN OF SYLVA



NC

1889

83 ALLEN STREET
SYLVA, N.C. 28779

828-586-2719 FAX 828-586-8134

September 6, 2017

Mr. Don Adams
Jackson County Manager
401 Grindstaff Cove, Suite A-207
Sylva, NC 28779

RE: Jackson County Downtown Revitalization Grant Applications – Mural for Downtown Sylva and Mill Street Streetscape Improvements

Dear Mr. Adams,

Enclosed are two separate grant applications from the Town of Sylva for Jackson County's Downtown Revitalization Grant Program. We are submitting an application for a mural downtown with an estimated cost of \$10,000. The second grant application is for streetscape improvements along Mill Street. The estimated cost of \$16,000 would add bump outs with brick pavers at three locations on Mill Street.

Thank you for taking the time to review the Town of Sylva's grant applications. Please let me know if you have any questions or would like additional information.

Sincerely,

Paige R. Dowling
Town Manager

Enclosures: Grant Application 1. Mural
Grant Application 2. Mill Street Streetscape Improvements

2017-2018 Downtown Revitalization/Economic Development Proposal Form

Local Government Information

Legal Name of Local Government: Town of Sylva County: Jackson Tier # 1
Name of Chief Elected Official: Lynda Sossamon Title: Mayor
Mailing Address: 83 Allen Street Street Address: 83 Allen Street
City: Sylva State: NC Zip: 28779
Primary Telephone(s): (828) 586-2719 Fax: (828) 586-8134
Email: mayor@townofsylva.org Federal Tax ID #: 56-6001348

Local Government Project Contact:

Name: Paige Dowling Title: Town Manager
Primary Telephone: (828) 586-2719 Email: townmanager@townofsylva.org

Grant Administrator (if applicable)

Mailing Address: 83 Allen Street Street Address: 83 Allen Street
City: Sylva State: NC Zip: 28779
Name: Paige Dowling Title: Town Manager
Primary Telephone: (828) 586-2719 Fax: (828) 586-8134
Email: townmanager@townofsylva.org Federal Tax ID #: 56-6001348

Community Information

- | | | Check One | |
|---|--|-------------------------------------|-------------------------------------|
| | | Yes | No |
| 1 | Is your community designated by the Department of Commerce as a NC Main Street community? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 2 | Is your community designated by the Department of Commerce as a NC Small Town Main Street community? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3 | Is your community receiving downtown strategic economic development planning services through the NC Main Street & Rural Planning Center's Downtown Associate Community program? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4 | Has your community received strategic economic development planning services through the NC Main Street & Rural Planning Center's Rural Planning program in the last 3 years? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 5 | Would you like for the staff at the Department of Commerce, NC Main Street & Rural Planning Center to contact you regarding strategic economic development planning services? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

1. If yes, please provide the contact information for the person to contact:

Name: _____ Title: _____
Phone: _____ Email: _____

Project Information

- 1 Provide a description of the downtown revitalization/economic development activities to be funded by the grant along with the estimated cost for each activity.

See Attachment 1. Project Information

2. Provide a description of the proposed outcomes of the downtown revitalization/economic development project/activity.

See Attachment 1 Project Information

3. Provide a timeline for the implementation of the downtown revitalization/economic development project/activity.

See Attachment 1. Project Information

4. Include photos of the area where the project/activity will take place and provide a description of the photos below.

See Attachment 2. Photos

Applicant Certifications

The attached statements and exhibits are hereby made part of this application, and the undersigned representative of the applicant certifies that the information in this application and the attached statements and exhibits are true, correct, and complete to the best of the signatory's knowledge and belief. The signatory further certifies:

- 1 as Authorized Representative, the signatory has been authorized to file this application;
- 2 that the governing body or agrees that if a grant is awarded, the applicant will provide proper and timely submittal of all documentation requested by the Grantor Agency;
- 3 that the applicant has substantially complied with or will comply with all federal, state, and local laws, rules, regulations, and ordinances as applicable to this project; and
- 4 that as of the date listed below, the applicant is not listed on the Final Divestment List created by the State Treasurer pursuant to N.C.G.S. 143-6A-4. This list, along with additional information about the Iran Divestment Act, is available on the Treasurer's Office site: <https://www.nctreasurer.com/inside-the-department/OpenGovernment/Pages/Iran-Divestment-Act-Resources.aspx>.

Paige R. Dowling for Town of Sylva

Signature of Chief Elected Official or Authorized Representative

Paige R. Dowling
Typed Name

Town Manager
Typed Title

September 6, 2017
Date

Complete proposals should be submitted no later than September 15, 2017 by one of the follow delivery options:

Via e-mail as a signed PDF to: rgpreports@nccommerce.com

Or

Via postal or overnight delivery to:

Melody Adams, Director, Rural Grant Programs
North Carolina Department of Commerce, Rural Economic Development Division
301 N. Wilmington Street (For Overnight Delivery Services)
4346 Mail Service Center (For US Postal Service)
Raleigh, NC 27699

Attachment 1. Project Information

Downtown Revitalization Grant – Mural

1. Provide a description of the downtown revitalization/economic development activities to be funded by the grant along with the estimated cost for each activity.

The Town of Sylva hopes to fund a mural if this downtown revitalization grant is awarded. The mural would be painted on the East side of 548 Mill Street (Ward's Plumbing and Heating) so it would be visible to the 6,436 cars travelling West on Mill Street each day. The content of the mural has not yet been determined, but it would be a scene that serves as an advertisement for our community. The Sylva Public Art Committee recently discussed a mural of a historic post card. See the attached sample.

It is estimated that an 8' x 12' mural would cost \$10,000. This estimate is based on the cost other NC Main Street towns have paid for similar sized murals over the last two years. This \$10,000 estimate includes the design, materials, wall preparation, and labor. In 2014, a local artist quoted the Town of Sylva \$10,600 to paint a smaller mural. If \$10,000 will not fund an 8' x 12' mural, the size will be adjusted to stay within budget.

2. Provide a description of the proposed outcomes of the downtown revitalization/economic development project/activity.

This would be the first public mural in Sylva and the first public art installation since Sylva's public art committee was created in December 2016. A mural on Mill Street would be an aesthetic improvement in an area of downtown that needs revitalization. Public art would bring vibrancy to a main corridor of downtown Sylva. This mural would engage the community and encourage involvement in future art projects. Art is proven to have a positive effect on a community's sense of place. Murals provide future economic development benefits through both public and private investment. Visible murals benefit the public by increasing art awareness. The Town of Sylva's hope is that this mural would inspire other artwork and building restoration downtown.

3. Provide a timeline for the implementation of the downtown revitalization/economic development project/activity.

If this grant is awarded, the Town of Sylva's Public Art Committee would immediately begin a community engagement process to receive public input on the content of the mural. This would take one month. Meanwhile, the committee would be developing a call for artists to encourage them to submit a design or proposal to paint the mural. The Town would solicit artist proposals for six to eight weeks and then select an artist. The public art committee would make a recommendation to the Town of Sylva Board of Commissioners, who would contract with the artist. It will take another couple of weeks to work out the contract details and scope of the project with the artist. Many muralists finish large projects within two weeks, but even if the mural work takes between two and three months, it would be completed by May 31, 2018 at the latest.

Attachment 2. Photos

Downtown Revitalization Grant – Mural

Photo 1.



Photo 1. Proposed mural location – 548 Mill Street, Sylva

Photo 2.



Photo 2. Sample of a historic postcard mural. The committee could receive public input for the content of each letter.

Photo 3.



Photo 3. Another sample of a historic postcard mural

Photo 4.

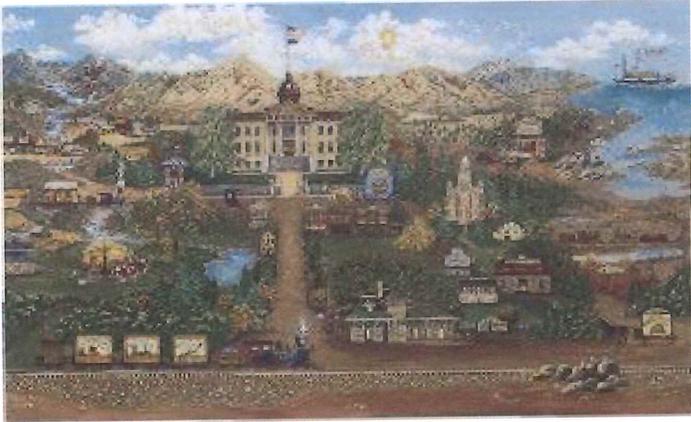


Photo 4. Sample mural example

Photo 5.

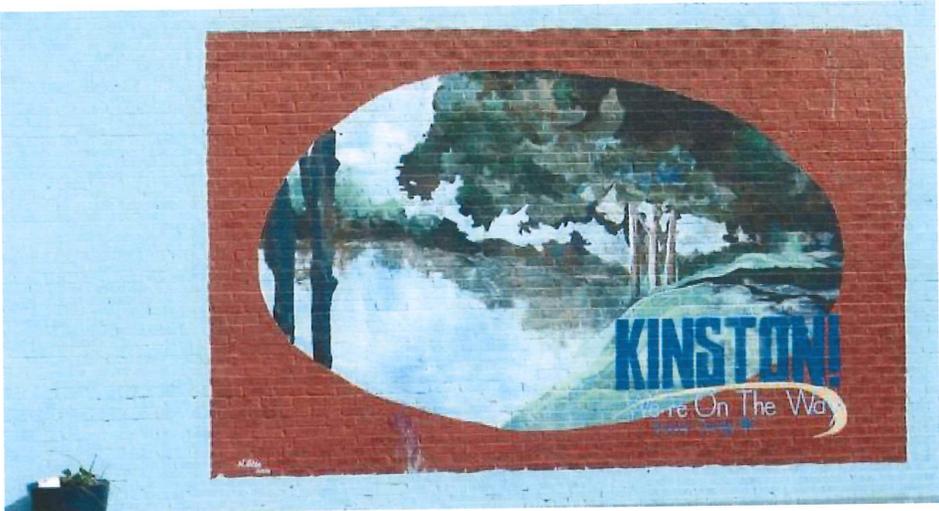


Photo 5. Sample mural from Kinston, NC

Photo 6.



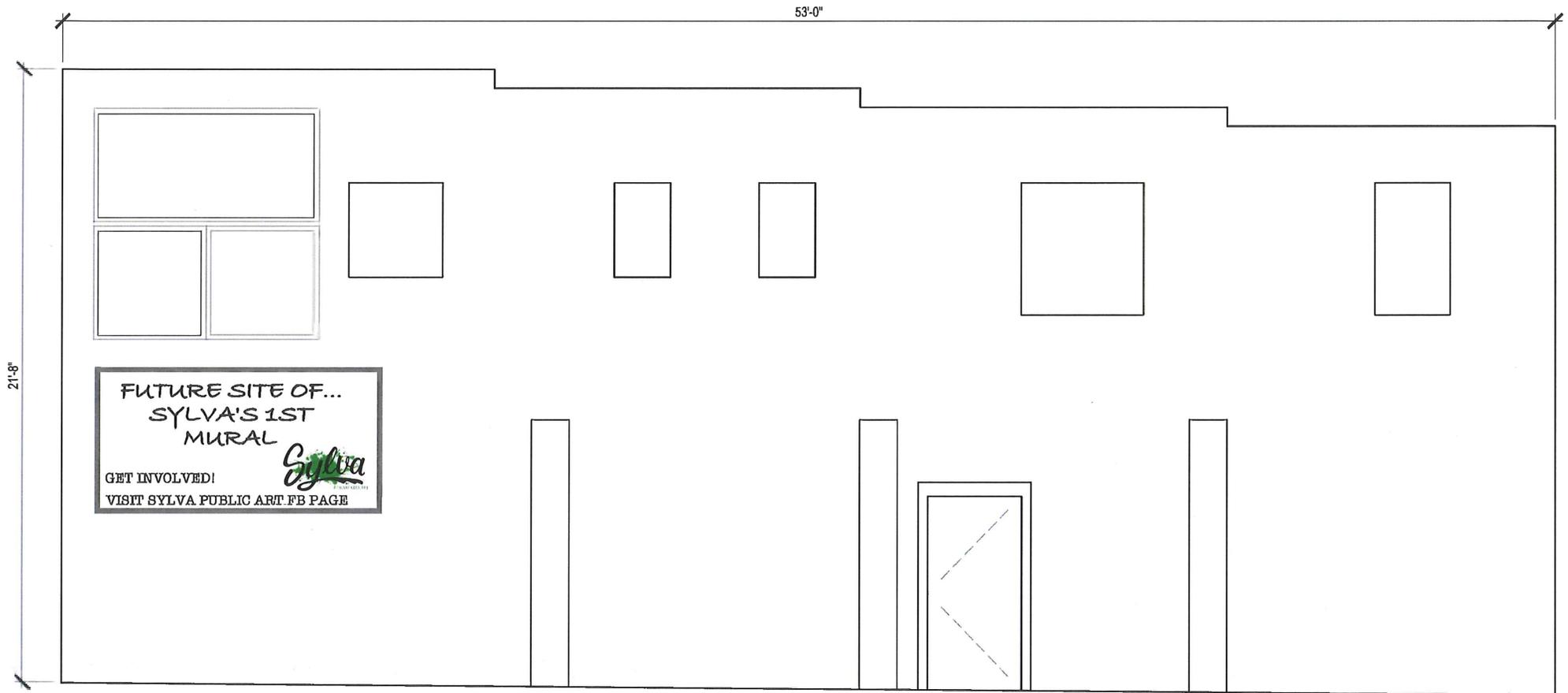
Photo 6. Sample mural from West Jefferson, NC

Photo 7.



Photo 7. Sample mural from West Jefferson

Proposed Mural Location



WARD PLUMBING + HEATING BUILDING: EXTERIOR

SCALE: $\frac{3}{16}$ " 1'-0" *DRAWING IS NOT EXACT, BUT CLOSE GUESTIMATION FOR OVERALL SCALE

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Paige R. Dowling for Town of Sylva

Signature of Chief Elected Official or Authorized Representative

Paige R. Dowling

Typed Name

Town Manager

Typed Title

September 5, 2017

Date

Complete proposals should be submitted no later than September 15, 2017 by one of the follow delivery options:

Via e-mail as a signed PDF to: rgpreports@nccommerce.com

Or

Via postal or overnight delivery to:

Melody Adams, Director, Rural Grant Programs
North Carolina Department of Commerce, Rural Economic Development Division
301 N. Wilmington Street (For Overnight Delivery Services)
4346 Mail Service Center (For US Postal Service)
Raleigh, NC 27699

Attachment 1. Project Information

Downtown Revitalization Grant – Mill Street Streetscape Improvements

1. Provide a description of the downtown revitalization/economic development activities to be funded by the grant along with the estimated cost for each activity.

The Town of Sylva is seeking funding to implement streetscape improvements on Mill Street in downtown Sylva. The Town hopes to utilize grant funding to install bump outs with curbs and brick pavers to replace the white city posts currently on Mill Street. The existing posts have been installed to keep traffic in the right-hand lane; but bump outs would achieve the same purpose and add to the overall streetscape. These bump outs would help to control traffic, improve public infrastructure by adding to the sidewalk, and be an aesthetic improvement. Bump outs with curbs would be installed at three locations along Mill Street: East of 551 Mill Street (behind Jackson's General Store), along the crosswalk at 605 Mill Street (Melissa's Backstreet Takeout), and along the side of 635 Mill Street (Dixie & Co. Vintage Market). The estimated cost of all three brick paved bump outs totals \$16,000. This cost would cover curbs and brick pavers at all three locations.

2. Provide a description of the proposed outcomes of the downtown revitalization/economic development project/activity.

The primary project outcome is an overall streetscape enhancement on Mill Street by adding bump outs at three locations downtown. The bump outs would be pedestrian friendly since they will improve the public infrastructure of the sidewalk and curb. This project would help create a cohesive streetscape in downtown Sylva by replicating the existing Main Street bump outs with brick pavers. The improvements would be aesthetically pleasing for both vehicles and pedestrians travelling along the corridor. The Town of Sylva believes an additional outcome would be an improved business climate along Mill Street.

This grant would help further downtown Sylva's revitalization efforts. Sylva's downtown revitalization has occurred in phases. The streetscape improvements on Main Street were completed in 1999. Bridge Park was developed in 2010. Mill Street, a large contingent of downtown located between Main Street and Bridge Park, has needed a facelift for decades. Recent improvements on Mill Street include picnic tables at the former depot, replacing street trees, two sidewalk sections, and altering the traffic pattern to provide additional parking. This grant funding would help provide the aesthetic streetscape and public infrastructure improvements that have been needed for revitalization in this area of downtown.

3. Provide a timeline for the implementation of the downtown revitalization/economic development project/activity.

If the Mill Street streetscape improvement project is funded in early October, the Town would immediately contract with a concrete contractor to begin installing curb and gutter. The bump outs could be constructed in early November and the brick pavers could be installed next. This timeline assumes we have mild weather. The project would be closed out by Spring of 2018 at the latest. The Town will request the curb installations occur at a time that is convenient for businesses downtown.

4. Include photos of the area where the project/activity will take place and provide a description of the photos below.

See Attachment 2. Photos.

Attachment 1: Streetscape Improvement Photos

Photo 1.



Photo 1. Existing paver with curb on Main Street that we would like to replicate on Mill Street

Photo 2.



Photo 2. Existing paver with curb on Main Street that we would like to replicate on Mill Street

Photo 3.



Photo 3. Current view of Mill Street looking West

Photo 4.



Photo 4. Bump out #1 would replace the white posts on the left-hand side.

Photo 5.



Photo 5. Bump out #1 location looking East

Photo 6



Photo 6. Bump-out #1 would extend from the posts to the existing sidewalk

Photo 7



Photo 7. Yellow lines depict the proposed bump out

Photo 8



Photo 8. Bump out # 2 location looking West

Photo 9



Photo 9. Bump out #2 location would replace the posts and extend to the sidewalk to the left of the crosswalk

Photo 10



Photo 10. Bump out #2 location to the right of the crosswalk

Photo 11

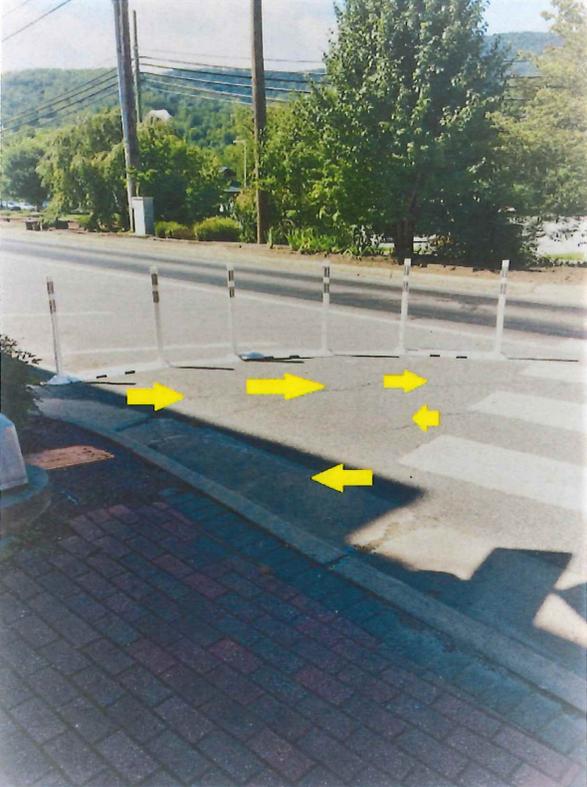


Photo 11. Yellow arrows depict the bump out replacing the posts and extending to the sidewalk

Photo 12



Photo 12. Yellow arrows depict the bump out replacing the posts and extending to the sidewalk to the right of the crosswalk

Photo 13



Photo 13. Bump out #3 location replacing the posts looking West

Photo 14



Photo 14. Bump out #3 location would replace the posts and extend to tie in with the existing sidewalk

Photo 15



Photo 15. Yellow line and arrow depict the proposed location of bump out #3

Photo 16



Photo 16. Bump out #3 location looking East

Photo 17



Photo 17. Yellow arrows show the proposed location of bump out #3