



# CITY OF SHELBY

## Business Starter Guide



# Table of Contents

|   |           |
|---|-----------|
| <b>SO, YOU WANT TO START A BUSINESS?</b> .....              | <b>3</b>  |
| <b>BUSINESS STARTER STEPS</b> .....                         | <b>4</b>  |
| STEP I. CHECK YOUR ZONING & LAND USE DESIGNATION .....      | 4         |
| <i>Typical Zoning Districts for Small Businesses</i> .....  | 6         |
| STEP II. MAKE SURE YOUR BUILDING IS UP TO CODE .....        | 7         |
| <i>Occupancy Classification Groups</i> .....                | 8         |
| STEP III. OBTAIN YOUR PERMITS .....                         | 9         |
| <i>Backflow Prevention Devices</i> .....                    | 11        |
| STEP IV. SIGN YOUR LEASE .....                              | 12        |
| STEP V. GET YOUR BUILDING INSPECTED.....                    | 13        |
| STEP VI. ESTABLISH YOUR UTILITY ACCOUNTS.....               | 14        |
| <b>HELPFUL RESOURCES FOR SUPPORTING YOUR BUSINESS</b> ..... | <b>15</b> |
| ECONOMIC INCENTIVE PROGRAMS.....                            | 17        |
| UPTOWN SHELBY ASSOCIATION.....                              | 18        |
| <b>CONTACT US</b> .....                                     | <b>19</b> |
| <b>APPENDIX</b> .....                                       | <b>20</b> |
| APPENDIX A: CITY OF SHELBY ZONING MAP.....                  | 20        |
| APPENDIX B: ELECTRIC UTILITY SERVICE AREA .....             | 21        |
| APPENDIX C: GAS UTILITY SERVICE AREA.....                   | 22        |
| APPENDIX D: MAP OF UPTOWN SHELBY .....                      | 23        |



This packet was assembled by NCGrowth, an award-winning applied economic development university center with a goal of directly addressing inequality, poverty, underemployment, and other factors that keep people and communities from reaching their greatest potential. NCGrowth’s team includes expert staff across the Carolinas, academic advisors from multiple universities, and hundreds of local partners. Learn more at [ncgrowth.unc.edu](http://ncgrowth.unc.edu).

# So, you want to start a business?

**T**he City of Shelby is invested in the success of your new business and would like to work with you to navigate the planning and permitting process. Whether you are thinking of opening a business from home, signing a lease in an established storefront, or even constructing a new building to house your venture, it is crucial to acquaint yourself with local and state regulations and ordinances before you begin.



This guide also provides contact information for additional resources to help you with other aspects of starting a business. Organizations like the Cleveland County Small Business Center, the Uptown Shelby Association, and the Cleveland County Minority Business Center provide programming and assistance to small business owners and entrepreneurs with steps like creating business plans and organizing your finances.

## Home-Based Businesses

Shelby's residential zoning districts permit many home businesses. If your home-based business does not require renovations or alterations to your home, then you will not need a building permit. However, you will still need a zoning permit, and you will need to make sure your business meets the requirements for "[home occupations](#)."

If you have questions about starting a home-based business, please contact the City of Shelby Planning Department at (704) 484-6829.

## Storefront Business and New Construction

If you are looking to operate your business from a storefront, this packet will be useful! The City of Shelby encourages you to review the steps outlined in this packet before signing your lease or hiring a contractor.

## Fulfilling State Requirements

The State of North Carolina requires a series of legal steps before opening your business. While this packet exists to walk you through the process of starting a business in Shelby, it is also important that you complete the necessary state requirements. These can include but are not limited to registering your business, obtaining necessary occupational licenses, and employer requirements.

Information about North Carolina's statewide requirements can be found [here](#). Official business resource specialists are also available to answer your questions at 1-800-228-8443.

# BUSINESS STARTER STEPS



**I. Check Your Zoning & Land Use**



**II. Make Sure Your Building Is Up to Code**



**III. Obtain Your Permits for Construction, Alteration, Movement, & More**



**IV. Sign Your Lease**



**V. Get Your Building Inspected**



**VI. Establish Your Utility Accounts**

## Step I. Check Your Zoning & Land Use Designation



Your first step should be to verify that the location you are considering for your business has the proper land use and zoning designation for the type of business you are looking to open. Zoning regulations are designed to protect the community's welfare, conserve property values, and contribute to the City's development.

To determine whether your business is approved in a given zoning district, consult either the zoning map located in the appendix of this packet or the online [interactive map](#).

**HOW TO USE THE INTERACTIVE MAP:** First, click on the search bar in the upper left-hand corner of the screen and select search by address. Then type your proposed business address into the search bar to locate it on the map. From there, click into the shaded region in which the address is located to reveal its zoning district.

**TIP:** Double-check zoning for your business's location on the City of Shelby zoning map. For locations within the City, the city zoning map will be more up-to-date than the county zoning map. If you are unsure about your zoning, call the Planning Department at (704) 484-6829.





Once you identify your business zone, visit the [table of approved uses](#) to determine whether your business is permitted in that particular zone.

The table identifies five zoning designations:

- 1) **Unconditionally permitted** (also referred to as "Use by Right"): indicated by a "Z." If your use is unconditionally permitted, then you will still need to submit a general planning application and check the "Change in Tenant" box to secure a change in tenant permit, then you may move to the next step.
- 2) **Unconditionally permitted use, subject to development standards:** indicated by a "D." If your use is permitted by right subject to meeting additional development standards, then you will need to adhere to the development standards. You can find details about the process and regulations for development standards in the [unified development ordinances Article XI](#).
- 3) **Permitted as Special Use II:** indicated by "S-2." If your use is permitted as special use two, then you must apply for a [Special Use Permit](#). You must use the [General Planning Application](#) and attach the [Special Use Permit Checklist](#) along with the documents cited in the checklist. The Zoning Board of Adjustment must approve a special use two permit and may necessitate additional requirements. You can find details about the process and regulations for conditional use in [city ordinances](#).
- 4) **Permitted as Special Use I:** indicated by an "S-1." If your use requires a [special use permit](#), you must complete the [General Planning Application](#) and attach the [Special Use Permit Checklist](#) along with the documents cited in the checklist. Approval of a special use permit is the City Council's duty and may include additional requirements. You can find details about the process and a table of regulations for special use in [city ordinances](#).
- 5) **Prohibited:** indicated by a **blank**. If your potential business is prohibited in the chosen district, you need to consider a new location.

**NOTE:** If your specific use is not listed on the table of approved uses you cannot get a permit. However, please call the Planning Department at (704) 484-6829 to determine if they can help you update the terminology. For example, a vape shop may not be listed, but a tobacco shop may be approved.

# Typical Zoning Districts for Small Businesses

## RESIDENTIAL OFFICE (RO)

High density multifamily residences; offices; public & institutional; professional, and personal services; limited support retail.



## NEIGHBORHOOD BUSINESS (NB)

Small, limited retail service providing goods & services to surrounding residential neighborhoods.

## CENTRAL BUSINESS (CB)

Variety of commercial activities, particularly pedestrian-oriented activities; accommodates retail, offices, professional & personal services, entertainment, institutional, & living space.



## GENERAL BUSINESS (GB)

Accommodates a wide range of retail; professional & personal services; office; limited wholesale & warehousing.

## GENERAL BUSINESS 2 (GB2)

Permitted uses identical to GB, except that billboards are not permitted in this district.



## CORRIDOR PROTECTION (CPD)

Promotes development compatible with a major highway corridor & enhances visual attractiveness of area.



## Step II. Make Sure Your Building is Up to Code



After you determine that the building you plan to use is approved by the City of Shelby's zoning regulations, your next step is to determine whether the structure will require renovations to meet the [North Carolina State Building Code](#). The purpose of the State Building Code is to provide minimum standards to protect public safety, health, property, and general welfare.

The City recommends and in some cases requires that you work with a contractor or architect. When you submit an application, the department will help you determine whether your work requires a contractor or not. If your building is not up to code, working with a professional will help ensure that the proper renovations and updates are made to your building. This step is crucial for passing inspections further in the process. Failure to make certain that your building is up to code could result in penalties or fines.

**NOTE:** Many code requirements are based on the type of business that occupies a building. The Building Code calls this the occupancy classification of a business. Once the occupancy classification is established, then other portions of the code can be determined and applied. To learn more about the various building occupancy classifications, visit [Chapter 3](#) of the State Building Code.



# Occupancy Classification Groups

**NOTE:** You need to know your occupancy classification to determine code ordinances to follow.



## Assembly Group A

Spaces used for gathering of persons for civic, social, religious, or recreational purposes or for consumption of food or drink. Examples include theaters, restaurants, churches, fitness studios, or sporting areas.

## Business Group B

Spaces used for office, professional or service transaction, or the storage of record and accounts. Examples include banks, beauty shops, dry cleaners, laboratories and professional offices.



## Educational Group E

Spaces intended for educational purposes of 6 or more persons up to the 12th grade.

## Factory Group F

Spaces used for assembling, disassembling, fabricating, finishing, manufacturing, packaging, repairing or processing operations.



## Institutional Group I

Spaces where care or supervision is provided to people who are incapable of self-preservation without assistance, people detained for penal or correctional purposes, or liberty of the occupants is restricted. Examples include assisted living facilities, group homes, rehabilitation centers, and correctional centers.

## Mercantile Group M

Spaces used for display and sale of merchandise and involves stocks of goods or merchandise accessible to the public. Examples include department stores, drug stores, motor fuel-dispensing facilities, and sales rooms.



## Residential Group R

Spaces used for sleeping purposes but are not one- or two-family dwellings. Examples include boarding houses, hotels, apartments, dorms, live/work units and other residential care facilities.

## Storage Group S

Spaces used for storage that is not classified as a hazardous occupancy.



## Utility Group U

Building or structures not classified as any specific occupancy. Examples include agricultural buildings, carports, retaining walls, sheds, etc.

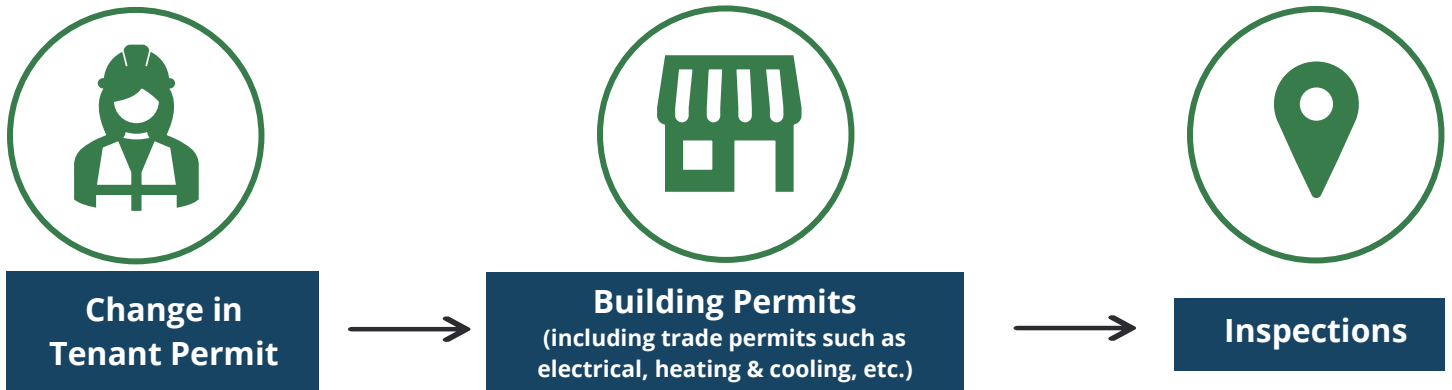


# Step III. Obtain Your Permits



## Applying for Building Permits

You must receive permits from the City of Shelby before proceeding with construction, reconstruction, alteration, repair, movement to another site, removal, or demolition of any building or structure. The types of permits you need will vary depending on the changes you intend to make to your building.



**NOTE:** If you are changing your building's occupancy classification (such as from Business use to Educational use), you will need to contact the Planning Department to receive the proper permits and paperwork.

You will first need to complete the [General Planning Application](#). For example, you will need to complete the application to secure a change in tenant permit and if you are making any expansion or alteration to the footprint of your building.

Part of the General Planning Application may include the submission of a site plan, if there is a change in use, an expansion, or alteration for example. Call the planning department to double check if your project requires a site plan. A site plan is a diagram that shows proposed improvements to your property. The plan includes structural elements and a civil drawing, showing information about grading, landscaping, and other property structural features. An official [site plan checklist](#) must be attached to the General Planning Application.

Aside from structural or floor plan changes, work requiring a permit could consist of installing, repair, or extending 1) plumbing, 2) heating or cooling systems, and 3) electrical wiring, devices, appliances, or equipment. If you do not make structural changes to your building but are doing work to the plumbing, heating/cooling, or electrical, you may apply for those permits individually. Please note that your General Planning Application *does not* include trade permits such as plumbing, heating/cooling, mechanical, or electrical.

You will need to apply for a change in tenant permit, state the work you need to do in your building, and then the Planning Department will work with the Building Inspections Division to provide the appropriate trade permits. In some cases, only a licensed trade professional can be awarded the permit. The City highly recommends you work with an architect or contractor to help determine occupancy classification, space layout, exiting requirements, and other requirements that may need to be addressed. Please contact the Planning Department at (704) 484-6829 if you have additional questions.

**OTHER TYPES OF PERMITS:** In conjunction with or in addition to any building permits, you may need other permits, approvals, or licenses to start your business. For example, if your business will serve alcohol, you will need to obtain a permit from the [North Carolina Alcoholic Beverage Control Commission](#). All eating establishments will also need to complete a [Plan Review Application](#) through [Cleveland County Environmental Health](#) and reach out to the [Wastewater Treatment Plant](#) regarding grease traps.

**CHANGE IN TENANT PERMITS AND FIRE INSPECTIONS ARE ALWAYS REQUIRED:** If you are moving into a storefront and making no changes or updates to your building, you will still need a [change in tenant permit](#) and [fire inspection](#). This is to ensure you are in compliance, even if a previous tenant may have made alternations. Please contact the Planning and Development Department to confirm that this exception applies to your building.

Call the Building Inspections Department at (704) 484-6805 if you have additional questions about necessary permits for your building.

### **Applying for Signage Permits**

While thinking about signage for your business is typically one of the last steps of the process, the City encourages you to get ahead of the game and include this step within the larger permitting process. Whether or not you choose to design and install a sign, you will want to familiarize yourself with the City of Shelby's [sign regulations](#). There you will find information about the types of signs allowed in specific zoning districts, the material you may use for your sign, sign height restrictions, and much more.

The [Sign Permit Application](#) will ask you about the area of the sign, its general layout and design, and its method of illumination. If conditions warrant it, the Building Inspector may request additional information that is not in the application to ensure your sign conforms with the City's regulations.

The City highly recommends hiring a professional sign contractor to help you design, construct, and install your permanent sign(s). Questions regarding permanent signs should be directed to a professional sign contractor or the City of Shelby Planning Department at (704) 484-6829.

### **Planning, Zoning, and Permitting Fees**

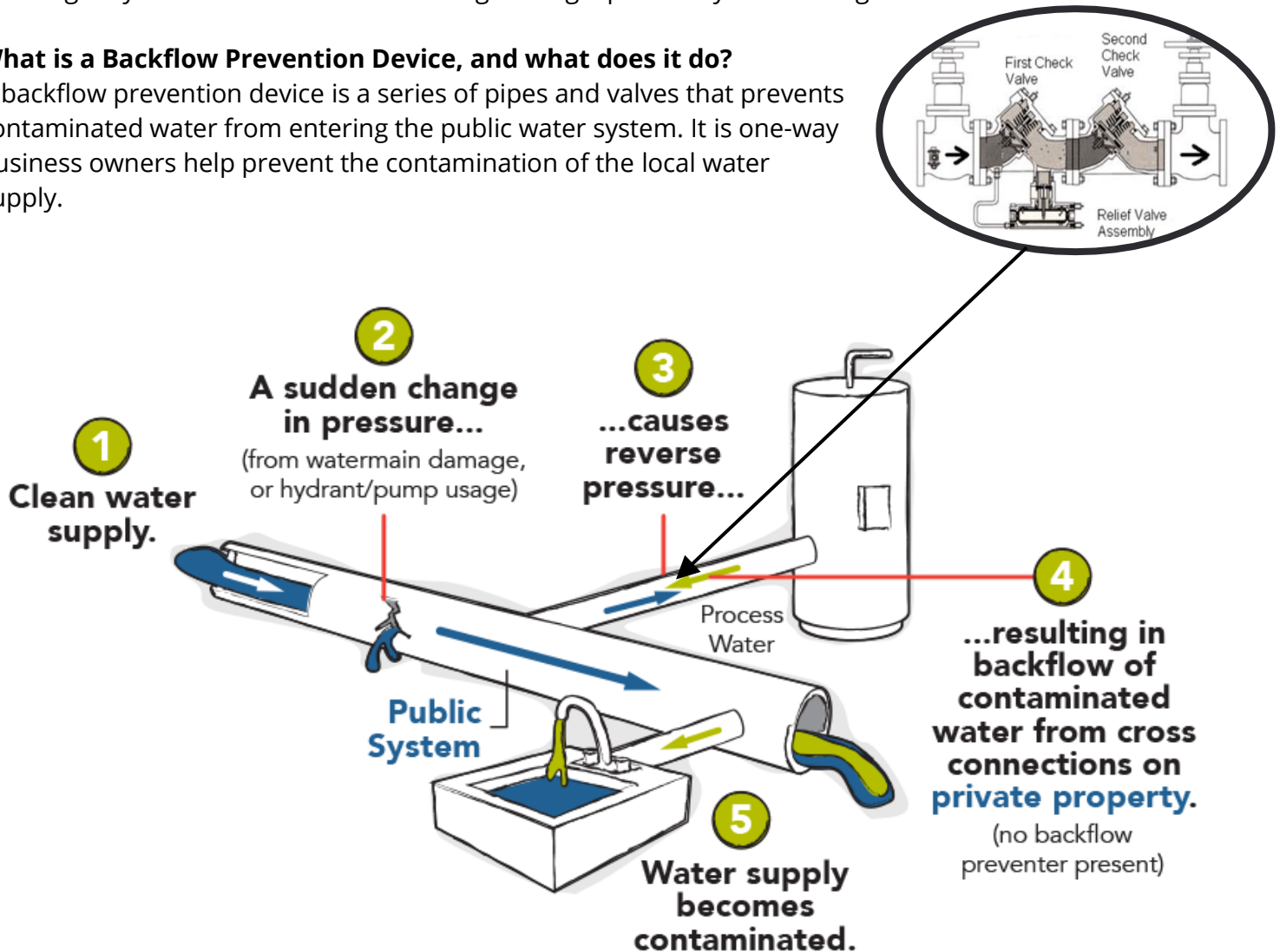
You can find the City's full schedule of fees for [planning and zoning](#) and [building and permit services](#) on the [Forms & Fees webpage](#). There you will find the cost associated with zoning permits, building permits, fire inspections, water services, and much more. These costs will depend largely on your building's and business's situation. Please contact the Planning and Development Department at (704) 484-6829 if you have additional questions about which forms and fees apply to your business.

# Backflow Prevention Devices

The City of Shelby encourages you to determine whether your proposed business location has a backflow prevention device very early on in the permitting process. When looking at properties, ask about the device and make sure it is working correctly. You may want to consider the device's condition when deciding on your business's location or negotiating a price for your building.

## What is a Backflow Prevention Device, and what does it do?

A backflow prevention device is a series of pipes and valves that prevents contaminated water from entering the public water system. It is one-way business owners help prevent the contamination of the local water supply.



## Who Needs a Backflow Prevention Device?

The City of Shelby adopted a [Backflow Prevention and Cross Connection Ordinance](#) to ensure the community is provided with safe, high-quality drinking water. The City of Shelby's Backflow Prevention and Cross-Connection Ordinance requires ALL commercial and industrial water customers.

## Testing

Backflow prevention devices are required by the federal Environmental Protection Agency and the State of North Carolina to safeguard water systems. They **must be tested annually** by a [State Certified Tester](#). The City of Shelby provides an approved list of testers found on the [backflow prevention device webpage](#). In addition to the approved list of State Certified Testers, the City of Shelby is an approved backflow tester. This service's rate is found in the [Water and Sewer Fee Schedule](#) and is automatically charged to your utility bill.



## Step IV. Sign Your Lease



The City of Shelby recommends you complete the three steps discussed above before signing your lease. Once the steps are complete, you are ready to sign your lease!



**STEP I:** Before entering a contract for a commercial property, it is essential to verify that land use and zoning will allow you to operate your business in that location.



**STEP II:** Verify whether the building requires renovations to meet State Building Code based on its occupancy classification.



**STEP III:** Verify the presence and condition of your building's backflow prevention device.



**STEP IV:** Determine which permits are needed to begin the necessary work on your building.



**STEP V:** Apply for your permits and schedule an inspection.

## Step V. Get Your Building Inspected



After the necessary renovations have been completed, you or your contractor will request a [building inspection](#) by calling the City of Shelby Building Services Department at (704) 484-6805. You will need to schedule inspections for any work requiring permitting, including plumbing, electrical, heating, cooling, etc.

To schedule a fire inspection, first, contact the Planning Department at (704) 484-6829. Once the Planning Department assesses your permitting and inspection progress and addresses any other concerns, they will contact the Fire Marshal on your behalf to schedule your fire inspection.

You must complete a building inspection before you can receive your Certificate of Occupancy. Failure to call for an inspection or proceeding without approval at each stage of construction is a violation of city ordinances.

**Note:** The City of Shelby recommends that you apply for the building permit(s) and schedule an inspection before fully signing the lease and committing to the location. This step ensures that you know the extent of the work and costs required to update the site before committing to the space. After you get your permits and know the extent of work required to update the building, you can sign your lease!



# Step VI. Establish Your Utility Accounts



Unless your utilities are handled through a landlord or management company, you will need to establish services for the property. The City of Shelby is a [full utility community](#) and provides [water](#), [sewer](#), [electricity](#), and [natural gas](#) services.

The City provides different combinations of utilities based on which service area you are located. You will need to check which utilities are provided by the City at your location. For example, the Electric Department has the smallest service area, and buildings next to each other could have a different service provider. See the appendix for maps of electricity and natural gas service areas. If the gas and electricity have been off longer than one year, the meters will need to be tested by a licensed professional.

The City of Shelby provides garbage collection for up to 4 city-issued roll carts two times per week. If your business requires more than that, you will need to arrange a dumpster service. Call the Planning Department at (704) 484-6829 to learn about recommended dumpster service providers.

To establish these services, call Customer Services at (704) 484-6866.

Other utility services provided for the property will need to be established with the appropriate utility providers. For example, internet service providers include Spectrum, AT&T, and HughesNet.

## **Electric**

City of Shelby – (704) 484-6866  
Duke Energy – (800) 777-9898

## **Garbage & Dumpster**

City of Shelby – (704) 484-6866  
[Republic Service](#) – (704) 482-9573

## **Internet**

Spectrum – (844) 901-2114  
AT&T – (877) 684-5068  
HughesNet – (844) 913-3097

## **Natural Gas**

City of Shelby – (704) 484-6866

## **Water & Sewer**

City of Shelby – (704) 484-6866  
Cleveland County – (704) 538-9033

And that concludes the planning, permitting, and inspections processes. We're so glad you've decided to open your business in Shelby!



# Helpful Resources for Supporting Your Business

| Organization   | Overview   | Contact Information   |
|--|--|---|
| <a href="#"><u>Cleveland County Chamber of Commerce</u></a>                          | The Chamber's mission is to strengthen Cleveland County businesses, promote economic development, & enhance community vitality. The Chamber strives to make Cleveland County an economic leader in western North Carolina & enhance members' success through advocacy, member benefits, & services.                  | <b>Address:</b><br>200 S. Lafayette St., Shelby, NC 28152<br><b>Phone Number:</b> (704) 487-8521<br><b>Email Address:</b><br><a href="mailto:info@clevelandchamber.org">info@clevelandchamber.org</a>         |
| <a href="#"><u>Visit Cleveland - Cleveland County Tourism</u></a>                    | The Cleveland County Visitor Center is the first point of contact for many guests, & newcomers.  | <b>Address:</b><br>311 E. Marion St. Shelby, NC 28150<br><b>Phone:</b> (704) 484-4804<br><b>Email:</b> Emily Epley - <a href="mailto:Emily.epley@clevelandcounty.com">Emily.epley@clevelandcounty.com</a>     |
| <a href="#"><u>Cleveland County Community College - Small Business Center</u></a>    | The Small Business Center at CCC provides workshops, seminars, counseling, information, & referral services for small business owners and operators in Cleveland County.   | <b>Address:</b><br>1800 E. Marion St. Shelby, NC 28152<br><b>Phone:</b> (704) 699-4146<br><b>Email:</b> Steve Padgett - <a href="mailto:padgetts@clevelandcc.edu">padgetts@clevelandcc.edu</a>                |
| <a href="#"><u>Uptown Shelby Association</u></a>                                     | Uptown Shelby's mission is to facilitate collaboration & growth, enrich the Uptown experience, & promote the district to strengthen Uptown Shelby & enhance the community's quality of life. They work to grow a stronger, more viable district through promotion, partnerships, economic restructuring, and design. | <b>Address:</b><br>211 South Trade Street Shelby, NC 28150<br><b>Phone:</b> (704) 484-3100<br><b>Email:</b> Audrey Whetten Godfrey - <a href="mailto:awhetten@uptownshelby.com">awhetten@uptownshelby.com</a> |
| <a href="#"><u>Cleveland County Minority Business Development Center (CCMBC)</u></a> | CCMBC supports entrepreneurship through capacity building, education, training, and networking. CCMBC provides programs and services like general business counseling, seminars, and leadership training.  | <b>Address:</b><br>7 North Lafayette Street. Ste. 1 Shelby, NC 28150<br><b>Phone:</b> (704) 482-2232<br><b>Email:</b> Richard Hooker, Jr. - <a href="mailto:rhooperjr@hotmail.com">rhooperjr@hotmail.com</a>  |
| <a href="#"><u>City of Shelby - Planning and Development Services</u></a>            | Planning & Development Services is made up of three divisions: Planning, Building Inspections, & Code Enforcement. Each division handles a wide variety of long-range & day-to-day tasks.  | <b>Address:</b><br>P.O. Box 207 Shelby, NC 28151<br><b>Phone Number:</b> (704) 484-6829   |
| <a href="#"><u>City of Shelby - Fire Code Enforcement</u></a>                        | Community fire & life safety education programs, fire cause & determination investigations, & fire code enforcement are coordinated through the Fire Marshal's Office.   | <b>Address:</b><br>P.O. Box 207 Shelby, NC 28151<br><b>Phone:</b> (704) 669-6605  |
| <a href="#"><u>City of Shelby - Customer Services</u></a>                            | To set up your utility accounts, contact the Customer Services Department. The department's goal is to provide customers with courteous, responsive, & accurate services, uniform procedures, rates, &   | <b>Address:</b><br>P.O. Box 207 Shelby, NC 28151<br><b>Phone:</b> (704) 484-6866  |

|   |  |  |
|---|--|--|
|   | charges, & treat all customers in a fair & indiscriminate manner.  |  |
| <a href="#"><u>City of Shelby - Utilities</u></a>                                   | The City of Shelby is a full-service utility community. The Shelby utility system is municipally-owned & publicly operated & provides residential, commercial, & industrial customers with water, sewer, electric, & natural gas.                        | <b>Address:</b><br>P.O. Box 207<br>Shelby, NC 28151<br><b>Phone:</b> (704) 484-6808  |
| <a href="#"><u>Cleveland County Economic Development Partnership (CCEDP)</u></a>    | The Cleveland County Economic Development Partnership (CCEDP) works to provide a seamless, expedient & confidential process for all businesses – from startups to Fortune 500 companies – looking to establish or expand their roots in Cleveland County | <b>Address:</b><br>1800 E. Marion St.<br>Shelby, NC 28152<br><b>Phone:</b> (704) 669-4701<br><b>Email:</b> Kristin Reese – kristin@ccedp.com |
| <a href="#"><u>Cleveland County Cooperative Extension Service</u></a>               | The Cooperative Extension Service provides technical assistance & other community resources related to 4-H, Agriculture & Food, Health & Nutrition, and more.  | <b>Address:</b><br>130 S. Post Rd., Ste. 1<br>Shelby, NC 28152<br><b>Phone:</b> (704)-482-4365   |
| <a href="#"><u>Cleveland County Health Department</u></a>                           | The Cleveland County Health department's mission is to assure, enhance, & protect Cleveland County citizens' health through education & prevention.  | <b>Address:</b><br>200 S. Post Rd., Shelby, NC 28152<br><b>Phone Number:</b> (980) 484-5100  |
| <a href="#"><u>City of Shelby - Alcohol Beverage Control</u></a>                    | The Shelby Alcoholic Beverage Control Enforcement division of the Shelby Police Department provides permitting information & guidance for alcohol sales & distribution.  | <b>Address:</b><br>P.O. Box 207<br>Shelby, NC 28151<br><b>Phone:</b> (704) 484-7166  |
| <a href="#"><u>Business Link North Carolina (BLNC)</u></a>                          | BLNC is a free service for anyone seeking to start a small business in North Carolina. BLNC offers one-on-one phone consultations to help navigate topics like regulatory requirements, licensing stipulations, small business training & more.          | <b>Phone Number:</b> (800) 228-8443  |
| <a href="#"><u>U.S. Small Business Administration (SBA)</u></a>                     | The SBA helps small business owners & entrepreneurs by providing counseling, capital, contracting expertise, & many resources for small businesses.  | Steven White, Senior Area Manager for Western NC<br><b>Phone:</b> (828) 747-7727<br><b>Email:</b> Steven.white@sba.gov                       |
| <a href="#"><u>U.S. Department of Agriculture - Rural Development (USDA-RD)</u></a> | USDA-RD offers loans, grants, & loan guarantees to help create jobs & support economic development & essential services such as housing; health care; first responder services & equipment; & water, electric & communications infrastructure.           | <b>Address:</b><br>844 Wallace Grove Rd.<br>Shelby, NC 28150<br><b>Phone:</b> (704) 471-0235<br><b>Email:</b> kevin.oliver@nc.usda.gov       |
| <a href="#"><u>North Carolina Department of Revenue - Business Registration</u></a> | NC Department of Revenue provides guidance & resources for registering a business.   | <b>Address:</b><br>P.O. Box 25000<br>Raleigh, NC 27634<br><b>Phone:</b> (877) 308-9103   |
| <a href="#"><u>NC Growth &amp; SmartUp</u></a>                                      | NC Growth is a university center that helps businesses and communities create good jobs and equitable opportunities through applied research and technical assistance on economic development and entrepreneurship projects.                             | <b>Address:</b><br>Campus Box 3440, Kenan Center<br>Chapel Hill, NC 27599<br><b>Phone:</b> (919) 962-8201<br><b>Email:</b> ncgrowth@unc.edu  |

# Economic Incentive Programs

## Local Programs

### [CITY OF SHELBY GAS AND ELECTRIC REBATE PROGRAM](#)

- Shelby Utilities and the City's wholesale supplier, North Carolina Municipal Power Agency Number 1, have joined together to offer rebates to current and new natural gas and electric customers, as well as building/developer, commercial, industrial accounts.
- Energy efficiency rebates are given for energy-efficient upgrades to building features such as windows, insulation, doors, refrigeration, hot water heating, etc. This rebate currently applies to buildings 50 years and older.
- The applications are allocated on a first-come, first-serve system. If your application is approved, the program will contribute up to 80% or \$20k of project costs for energy efficiency improvements and up to 50% of HVAC project costs.
- Gas rebates for commercial properties are allocated if the business meets the load amount. This rebate currently only applies to new businesses.

### [CITY OF SHELBY COMMERCIAL AND INDUSTRIAL LIGHTING REBATE PROGRAM](#)

- This program provides a rebate for businesses upgrading from fluorescent to LED lighting. The rebate is calculated based on watts save.

**For more information about the rebate programs and to see if you qualify, please visit the City of Shelby's [utility department website](#) or contact Cale Wright at (704) 669-2520.**

### [CLEVELAND COUNTY SMALL BUSINESS INVESTMENT GRANT PROGRAM](#)

- The Small Business Investment Grant Program provides a grant to businesses making new taxable investments between \$50,000 and \$1,000,000. Those who qualify will receive a portion of county property taxes paid for up to three (3) years. This includes all real property, property improvements, and business personal property, not including vehicles.
- **For more information, contact Cleveland County Tax Administration at (704) 484-4843.**

### [UPTOWN SHELBY ASSOCIATION \(USA\) INCENTIVES AND PROGRAMS](#)

- **USA Façade Grant Program**
- Uptown Shelby Association offers modest grants to help finance improvements to windows, doors, exterior walls, and lighting. USA will reimburse the owner for a portion of their costs.
- **Request a copy of the Façade Improvement Grant application packet by calling Uptown Shelby Association at (704) 484-3100.**

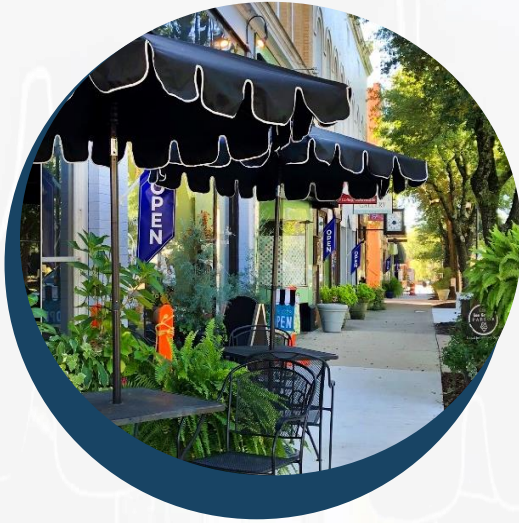
## State Programs

### [HISTORIC REHABILITATION TAX CREDITS](#)

- **For more information on [historic tax credits](#), please consult the [N.C. Department of Natural and Cultural Resources](#) for information about state historic tax credit programs.**



# Uptown Shelby Association



The Uptown Shelby Association is an award-winning 501(c)3 nonprofit that was incorporated in 1982 as one of the first thirty Main Street programs in the country. For nearly forty years, Uptown Shelby has worked to revitalize the Uptown Shelby district. It is an accredited member of the National Main Street Center and an active participant in the N.C. Main Street Program within the N.C. Department of Commerce. It works to facilitate collaboration and growth, enrich the Uptown experience, and promote the district in order to strengthen Uptown Shelby and enhance the community's quality of life and civic pride. Its work includes business development, marketing, placemaking, community partnerships, events, and historic preservation.

## Business Resources

Uptown Shelby provides resources for existing businesses and those looking to open a business in the Uptown Shelby area. Resources include:

- COVID-19 resources for impacted workers, continuity planning, financial assistance, reopening businesses, and health and safety guidelines.
- "[Getting Started Guide](#)" provides resources, programs, and tips for opening a business in Uptown Shelby.
- Business Resource List provides links and contact information for city departments, local business assistance resources, and statewide programs for small businesses.

## Other Activities and Resources

In addition to business resources, the Uptown Shelby Association provides information about activities, businesses, and events in the Uptown district. Uptown Shelby provides:

- Information on available properties located within the Uptown area
- Contact information for event facilities in Uptown Shelby
- Uptown Shelby business features and media highlights
- A guide to local attractions
- Calendar of events in Uptown Shelby



# CONTACT US

## City of Shelby

300 South Washington St.  
P.O. Box 207  
Shelby, NC 28151

## City of Shelby Customer Services

(704) 484-6866

## City Manager's Office

(704) 484-6801

## Planning Director's Office

(704) 484-6829

## Fire Marshal

(704) 669-6605

## Building Inspector

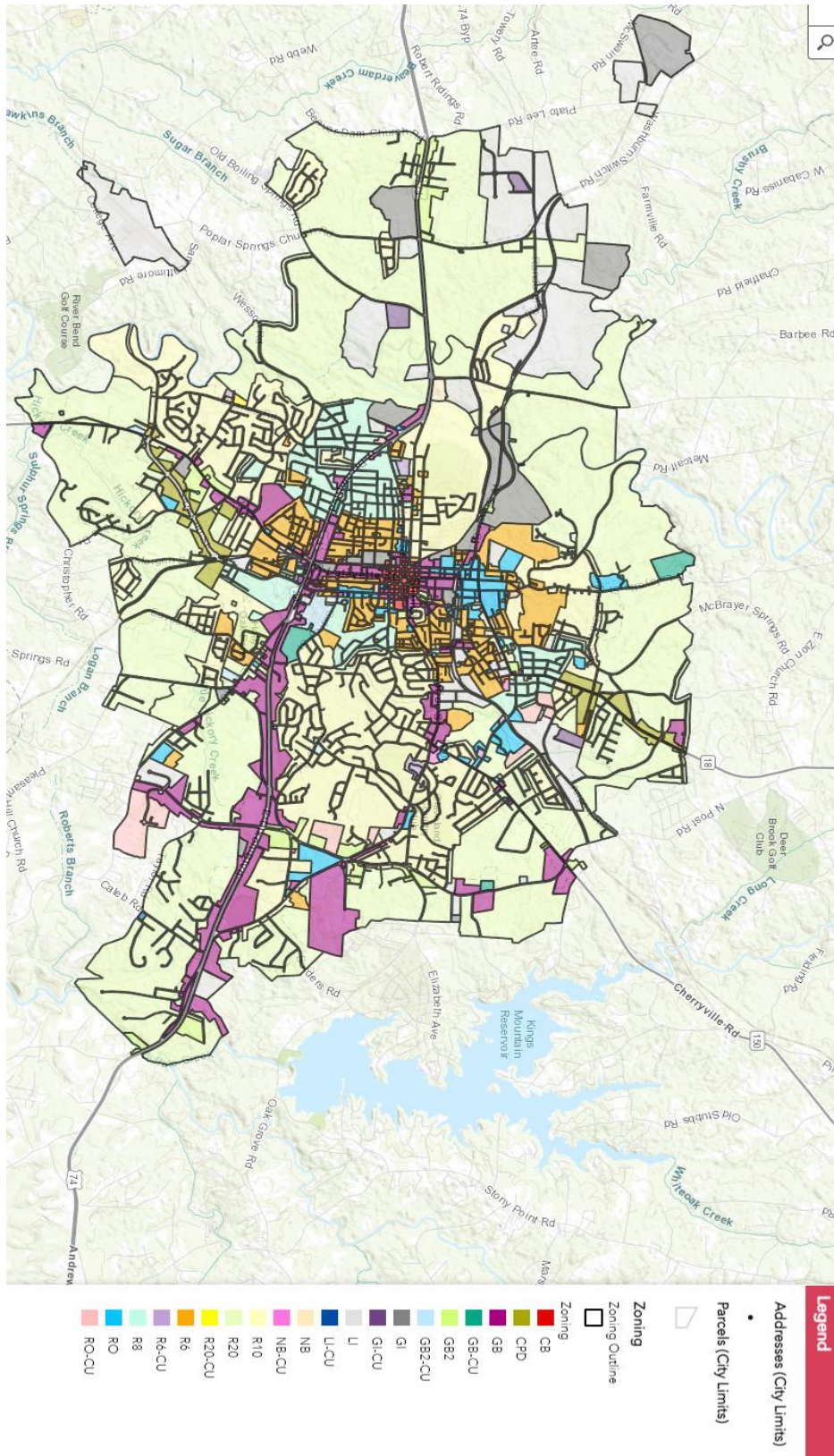
(704) 484-6805





# APPENDIX

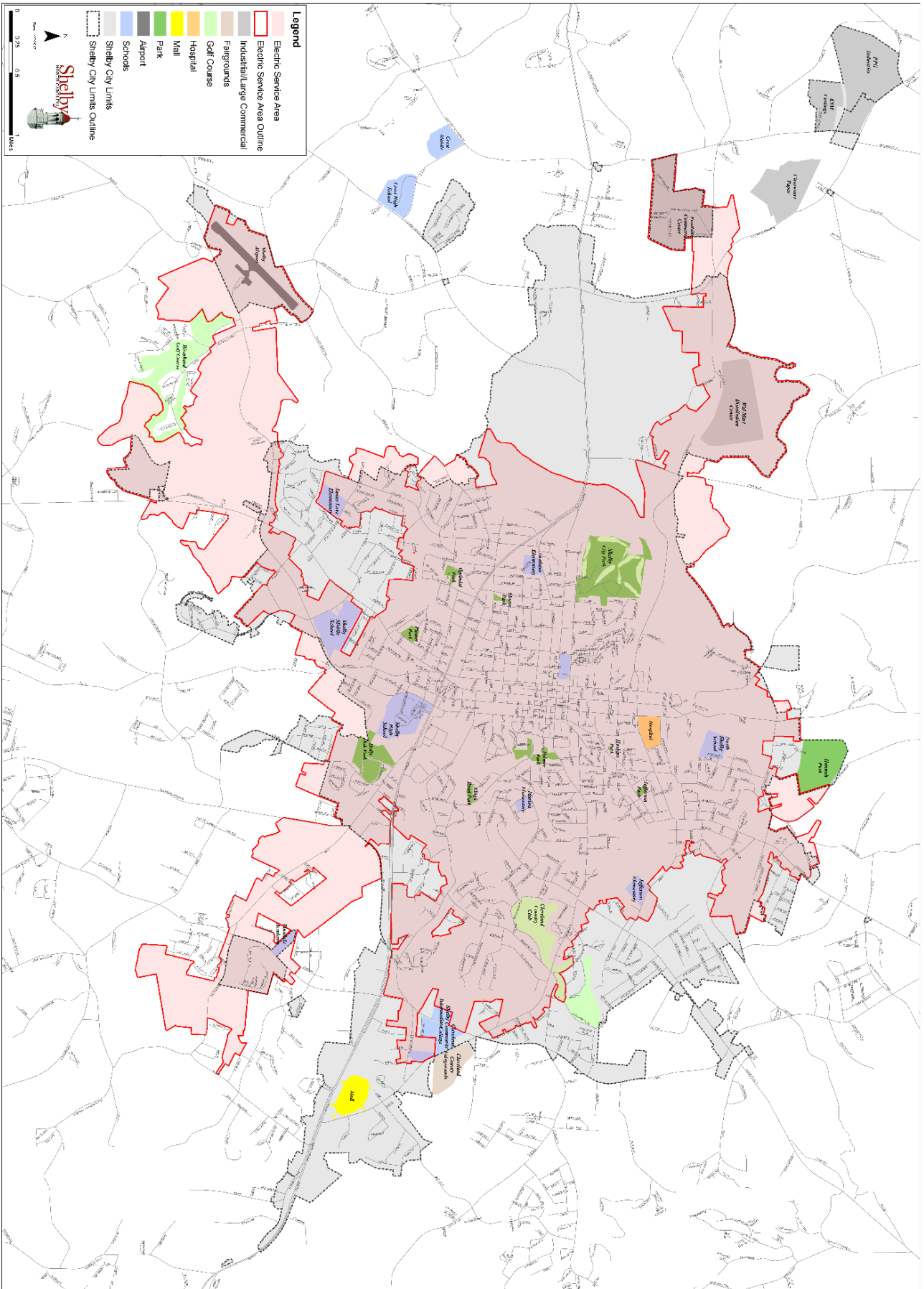
## Appendix A: City of Shelby Zoning Map





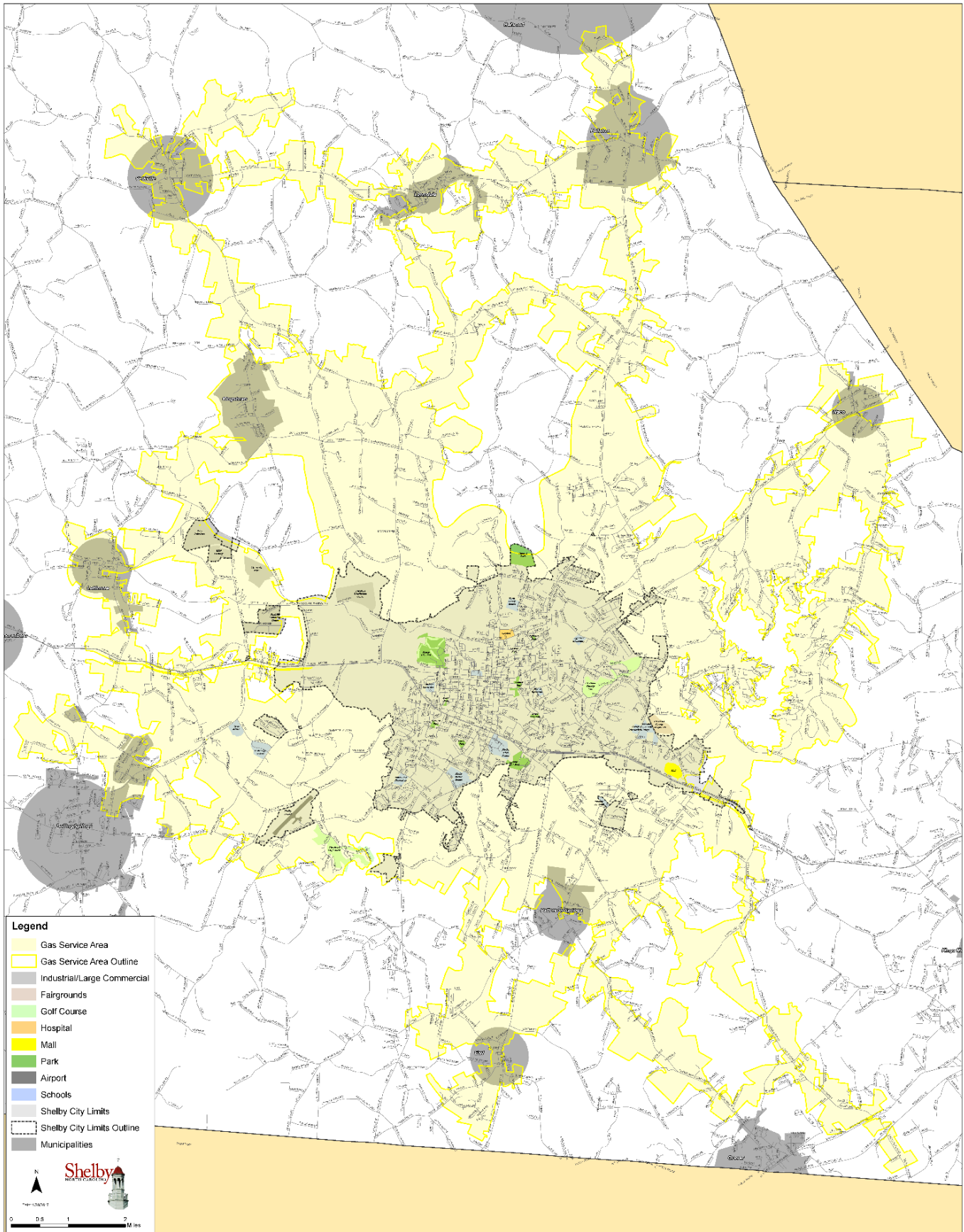
# Appendix B: Electric Utility Service Area

## Electric Utility Service Area



# Appendix C: Gas Utility Service Area

## Gas Utility Service Area



# Appendix D: Map of Uptown Shelby



## City of Shelby Municipal Service District

Map Information:  
 Datum: NAD 1983  
 Coordinate: State Plane  
 North Carolina (Meter)  
 Projection: Lambert Conformal Conic  
 US National Grid  
 Grid Zone Designation (GZD): 17S  
 100,000m Square ID: MVMU



Scale 1:4,800 1 inch = 400 feet 0 200 400 800 Feet