

DOWNTOWN WALKING TOUR



TODAYS AGENDA

Embracing Change Together

Change begins with those who are passionate about our community. Revitalize Reidsville is proud to offer this tour so you can learn more about the challenges, opportunities, and ways you can contribute to enhancing downtown.

There are many positive developments happening in Reidsville, driven by individuals like you who are stepping up and getting engaged. On this tour, you will see renovated spaces, vacant spaces, multi-use spaces, and investment opportunities.

Everyone Has a Role to Play

Revitalization isn't just for developers or property owners. Every person can make a difference. You can help by:

- **Talking about downtown:** Share your vision and excitement with friends and neighbors
- **Connecting people:** Introduce property owners to potential tenants or investors
- **Recruiting businesses:** Think of shops, restaurants, or concepts you love in other towns and encourage them to consider Reidsville
- **Supporting local:** Shop, dine, and spend time downtown
- **Advocate for improvement:** Small ideas can lead to big changes. Be a part of revitalization.

Screen Print Plus

113 Settle St - Renovated

Coca-Cola Ghost Mural

225 SW Market St - Vacant

Mish Mosh Building

119 S. Scales St - For Lease Only

Realty One Office

111 S. Scales St. - Renovated

Sip Coffee House

101 S. Scales St.- For Sale \$325,000

Tuck's Shoe Clinic

212 S. Scales St - Vacant

Upper Floor Living

212 Settle St - Under Renovation



Screen Print Plus

113 Settle St, Reidsville - Renovated

Randy Moore, owner of Screen Print Plus and a long-time Reidsville resident, took on the challenge of restoring a historic building on the corner of Settle Street that was at risk of collapse. Through a full renovation—including a new roof, windows, façade improvements, and interior upgrades—he not only saved the structure but gave it new life. Randy is now expanding his business into the space, turning a once-neglected building into a productive and vibrant part of downtown.

The Power of Individual Investment

This building stands as a powerful example of how one person's vision can spark broader change. Randy's project didn't just improve a single building—it helped elevate the perception and momentum of the entire downtown district.

That's the bigger message:

Revitalization happens one building at a time.

When investors, business owners, and community members take pride in their spaces and commit to thoughtful improvements, it builds confidence, attracts outside interest, and fuels long-term growth.

LEARN MORE ABOUT HOW TO GET INVOLVED

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CURRENT FRONT



UPDATED FRONT

Built around the turn of the 20th century, this three-story brick building housed a bottling works for at least ten years. It was most well known as the James Robinson building, who sold fertilizers and farm implements, the remnants of his painted sign is still somewhat visible on the front of the building.

The facade is simple, featuring a row of small brick dentils at the cornice and three asymmetrically-placed, segmental-arch window openings on both the second and third floors. Each window contains five horizontal awning sashes. The first floor has been altered, leaving segmental-arched window and door openings in the left (north) bay; an altered central opening contains double doors, and the south section has three large plate glass windows with aluminum strip dividers.

Still visible are the early signs painted on the walls--the Coca-Cola emblem on the facade and north elevation, and much more elaborate work on the rear, where "Cream of Kentucky" and "H. E. Link Distributor" remain legible. These signs may date from the bottling works period, as Link operated a saloon nearby in the early 20th century.

What an amazing historical gem! Just imagine what this could be.

Historical Gem

225 SW Market St - Vacant

Imagine the Possibilities

This property presents an incredible opportunity to reimagine a historic space into a vibrant mixed-use destination:

- **Ground Floor:** A craft brewery, restaurant, or experiential retail space that draws both locals and visitors
- **Upper Floors:** Unique loft-style apartments, capitalizing on growing demand for downtown living

Given its history, including ties to early beverage distribution and even a nearby saloon, this building is uniquely positioned to become a modern gathering place rooted in its past.

Why This Matters for Downtown

Projects like this do more than renovate a building—they activate an entire district.

- A destination business, like a brewery or restaurant, becomes a magnet for foot traffic
- Increased activity supports surrounding small businesses and encourages new ones to open
- Revitalized upper floors introduce residents who live, work, and spend locally

For every one resident added to a downtown area, there is an estimated \$13,000 annual economic impact.

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Mish Mosh Building

119 S. Scales St - For Lease Only

Value-Add & Revitalization Potential

Strategic exterior improvements could dramatically transform the property's presence and value, including:

- Fresh, historically appropriate paint to enhance curb appeal
- Coordinated awnings to define and unify retail storefronts
- Restoration and reopening of upper windows to bring in natural light
- Architectural lighting to highlight the building's character

Incentives & Support Opportunities

Property may benefit from downtown revitalization programs:

- Facade Improvement Grant (city matching funds available)
- Potential eligibility for Historic Tax Credits for upper-level residential conversion
- Access to possible state and federal funding programs

Why This Property Stands Out

- Prime location in a growing downtown corridor
- Flexible mixed-use potential (retail + residential)
- Strong upside through cosmetic and strategic upgrades
- Increasing demand for downtown apartments

VIEW REVERSE SIDE FOR HISTORIC FACTS ABOUT THE BUILDING

Positioned in the heart of Downtown Reidsville, this standout property offers an exceptional opportunity to be part of a rapidly revitalizing district—just 20 minutes from the new casino development. With strong growth momentum and increasing demand for downtown living and retail, this building is primed for both immediate impact and long-term returns.

The main level offers flexible potential to be divided into multiple commercial storefronts, allowing for diverse tenancy and increased income streams. Above, the second floor presents a prime opportunity for residential redevelopment, ideal for creating sought-after 1-2 bedroom apartments in a walkable downtown setting.

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Mish Mosh Building

119-123 S. Scales St - Kernodle Block - Built 1894

Apparently built between 1890 and 1896, this three-story brick commercial building has always been the location of three separate stores, ranging from dry goods and millinery shops, jewelry stores, and book stores to furniture sales and undertaking establishments, telegraph offices, and television and appliance stores.

Known as the Kernodle Block for an early owner, George s. Kernodle, the building retains enough integrity on the upper floors of the facade to provide an adequate indication of its original appearance.

Two rows of ten segmental arch window openings have been boarded up, but the corbeled cornice with narrow stops remains intact.

The shopfronts, sheltered by a flat metal canopy, have been altered, with modern plate glass display windows and entrances surrounded by ceramic tile.



Kernodle Block in 1922

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UPDATED FRONT

REALTY **ONE** GROUP
RESULTS



BEFORE PIC

Realty One Office

111 S. Scales St. - Renovated

Eden Combs, of Realty One, demonstrated a deep commitment to Downtown Reidsville through her investment in 111 S. Scales Street. Passionate about revitalization, she transformed the building with a full renovation—installing new windows, enhancing the façade, and upgrading the interior while preserving the original historic brick and character. Her dedication and impact were recognized when she was named a North Carolina Main Street Champion, honoring her efforts to strengthen the community she cares about.



INTERIOR

Why Downtown Renovation Matters

Projects like this highlight that revitalization doesn't require massive change—just intentional investment. When one building is improved, it creates a ripple effect across downtown. Renovating historic properties:

- Preserves character and identity – Maintaining historic architecture keeps the downtown story alive.
- Increases property values – Improvements raise surrounding values and encourage others to invest.
- Attracts new businesses – Updated, visually appealing spaces are far more likely to draw new shops & restaurants.
- Supports local economies – More businesses mean more jobs, more foot traffic, and stronger local spending.



INTERIOR

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UPDATED FRONT



UPDATED BACK



CURRENT FRONT



CURRENT BACK

Sip Coffee House

101 S. Scales St.- For Sale \$325,000

Value-Add & Revitalization Potential

Small, strategic exterior improvements could dramatically elevate the building's curb appeal and rental value, including:

- Fresh, historically appropriate facade paint
- Coordinated awnings to unify storefronts
- Brick cleaning and window trim restoration
- Addition of a side entrance awning to highlight private access to upper apartments

Incentives & Support Opportunities

Property may benefit from downtown revitalization programs:

- Facade Improvement Grant (matching funds)
- Potential eligibility for Historic Tax Credits (tax savings)
- Possible other assistance from state or local programs

Why This Property Stands Out

- Mixed-use income with existing tenants in place
- Rare grandfathered residential zoning advantage
- Located in a growing downtown district
- Strong upside through light cosmetic improvements
- Positioned near major regional economic drivers

VIEW REVERSE SIDE FOR HISTORIC FACTS ABOUT THE BUILDING

LEARN MORE ABOUT HOW TO GET INVOLVED

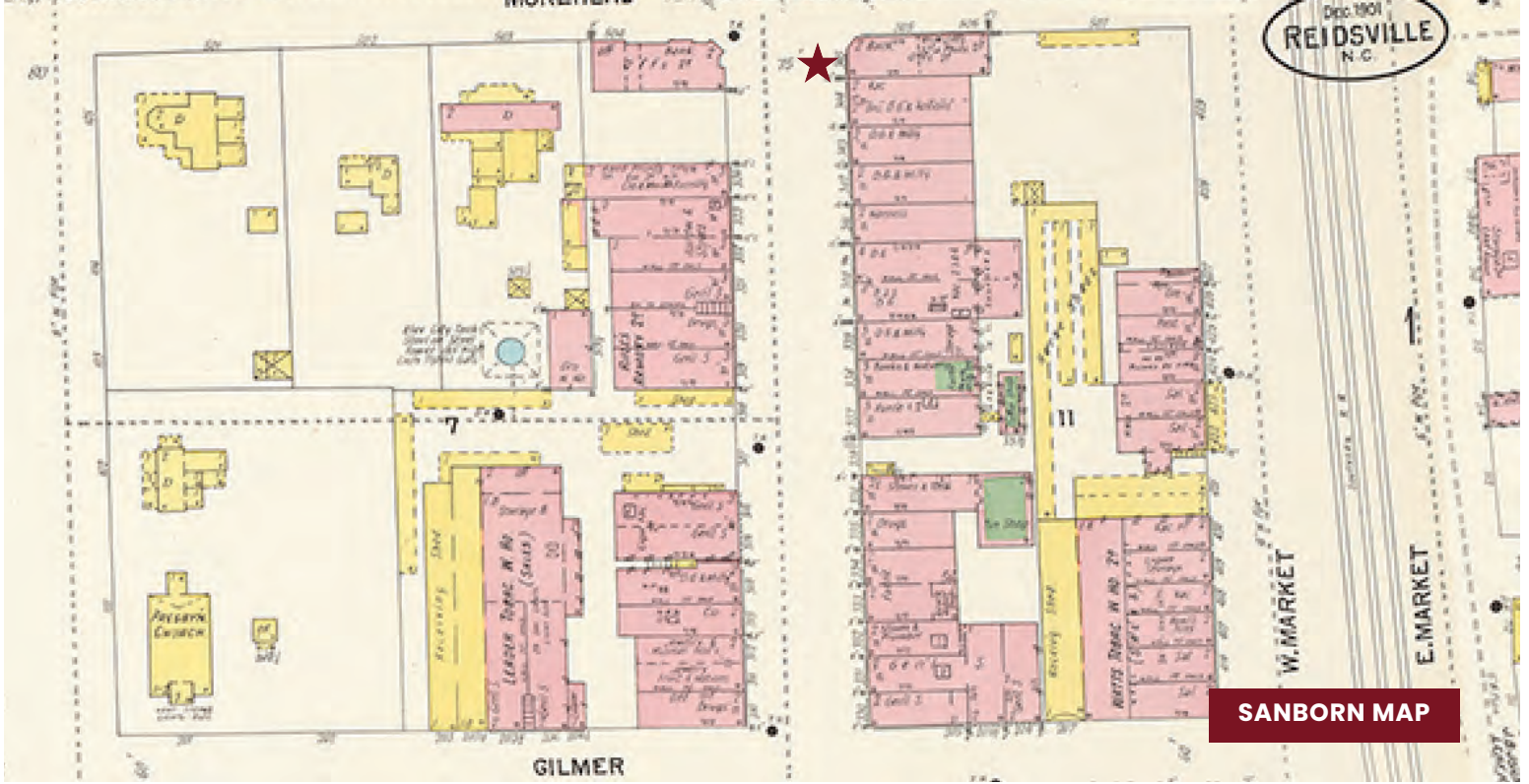
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Sip Coffee House

101 S. Scales St, Reidsville – Former Citizens Bank Building – Built 1888

Organized in 1885, the Citizens Bank moved to its new quarters at the southeast corner of Morehead and Scales st. in late 1888; contractor for the two-story brick building was "Nott" Longest.

The bank's directors were among the leaders of the community--F. R. Penn, Robert Harris, William Lindsey, and H. K. Reid; Hugh Reid Scott was its first president , R . L . Watt , its cashier, and Scott Fillman, its teller.

Scott purchased the building at auction in 1901, but Citizens Bank continued to operate at this location until about 1910 when it moved to a building at the southwest corner of S Scales and Gilmer (now demolished).

Upper floors continued to be leased to professionals, and the building became known as the Scott Building.

For a number of years, the principal tenants were the Rockingham Building and Loan Association and the Reidsville Insurance and Realty Co.

Although windows, entrances, and shop fronts have been altered on the first floor and original iron balconies removed, the second floor remains virtually intact, retaining its handsome decorative brick work. With three exceptions, two over two windows are set in shallow segmental arch openings with heavy brick label moldings. The principal exception is a two over two round-arch window above the entrance in the flattened northwest corner of the building; it is topped by narrower label molding. The easternmost two windows on the W. Morehead St. elevation are smaller ones set in flat openings.

Above each of the original windows on the S Scales elevation is diamond-shaped Piercework. The cornice on both elevations has multiple bands of corbelling with different types of stops--large triangles (on S Scales), dentils, and smaller triangles. The edges of the flattened corner have squint quoins.

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UPDATED FRONT



CURRENT FRONT

Tuck's Shoe Clinic

212 S. Scales St - Vacant - Generational Business

Value-Add & Revitalization Potential

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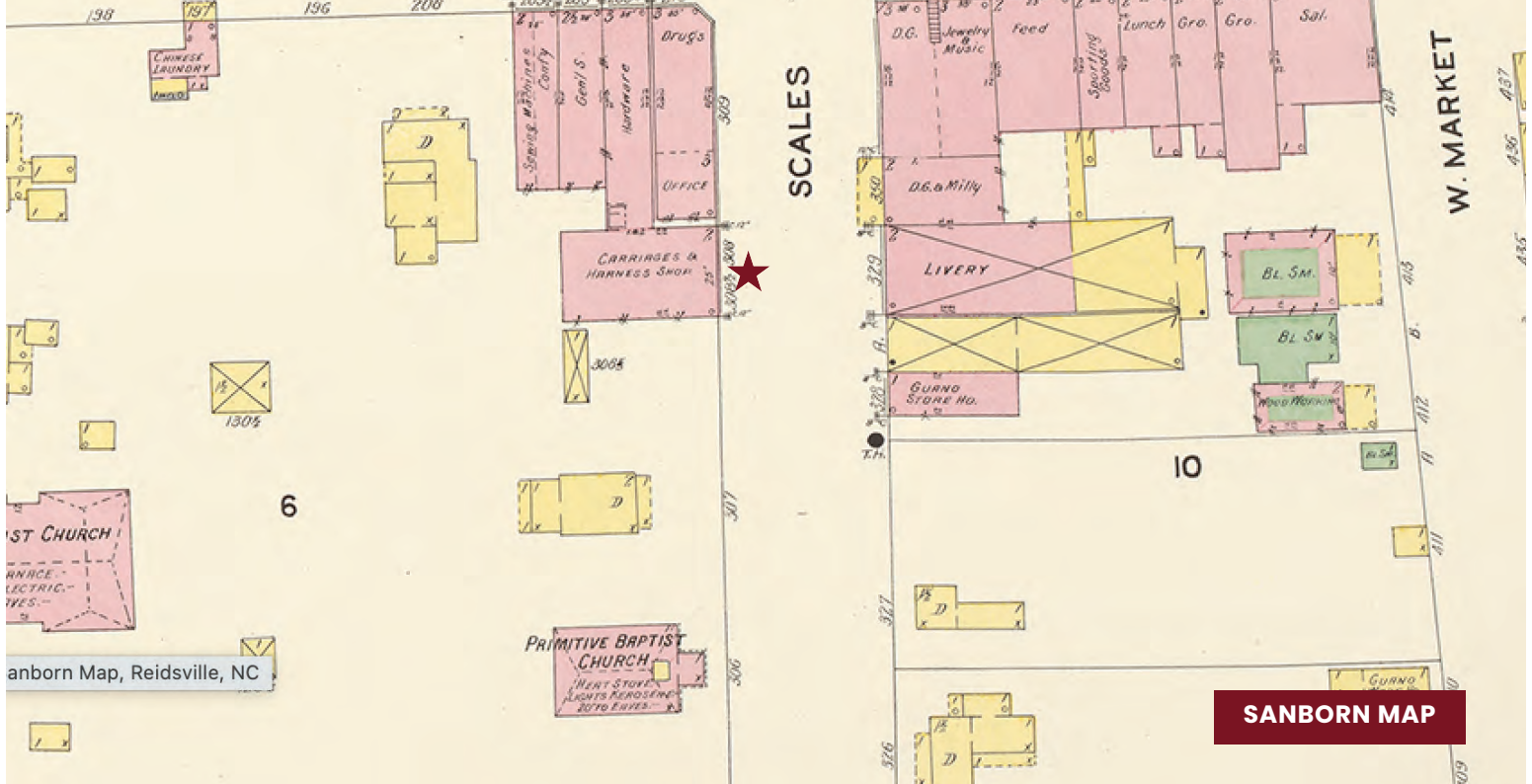
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Tuck's Shoe Clinic

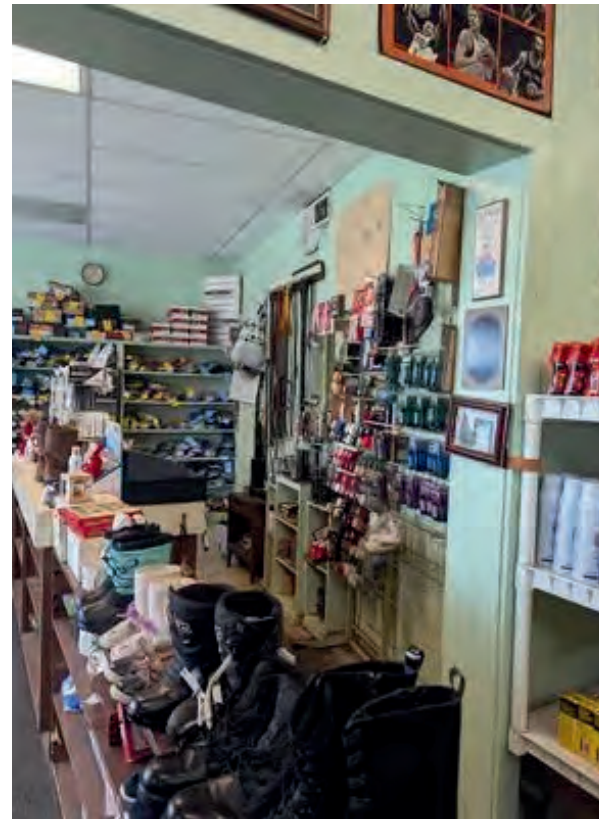
119-123 S. Scales St – (Former) Reidsville Hardware Co. – Built 1900

A two-story brick building at this location first appears on Sanborn maps in 1901 (see pic above), as an extension of a hardware store facing Gilmer St. and housing a the store's buggies, wagons and harness shop.

By the 1920s, a wall had been erected between the two buildings, with the one on S. Scales St., then occupied by the Reidsville Hardware Co.

In keeping with its original use, the building has a relatively simple facade, parts of which have been altered over the years. Two cast iron columns still support the wall above the shop front, although the latter has been modernized with typical plate glass windows and door with metal dividers. Above, the four jack-arched second-floor windows have been boarded up, but the cornice retains its decorative brickwork--corbelling above and below a row of sawtooth bricks over a band of inset panels.

For decades, it has been known to locals as Tuck's Shoe Clinic a generational local business.



Past photo of Tucks Shoe Clinic

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UPDATED FRONT



CURRENT FRONT

Upstairs Living

212 Settle St - Under Renovation

One Building Can Change a Street

Projects that combine upper-floor living with active ground-floor retail are some of the most powerful drivers of downtown revitalization.

Upper-floor residents provide a built-in customer base, adding consistent foot traffic and supporting nearby businesses not just on weekends, but every day. At the same time, dividing the first floor into multiple retail spaces increases opportunities for small businesses to enter the market, creating variety and vibrancy along the street.

The Ripple Effect

What makes these projects so impactful is the ripple effect they create.

- A single renovated building can change the perception of an entire block
- New storefronts attract attention and encourage neighboring property owners to reinvest
- Increased activity makes downtown feel safer, more welcoming, and more alive
- Momentum builds—one project leads to another

Over time, what started as one renovation becomes a catalyst for broader transformation.

The current owners purchased the building a few years ago with the plan to renovate the upstairs into an apartment and then create two retail spaces on the bottom.

Renovation is still currently in process, but once complete, you can see what a dramatic change this will bring to downtown.

Projects like this can become a catalyst that helps attract additional investors and businesses to the area.

Even if progress is made just one building at a time, it's still progress. That's what will bring both people and new shops and restaurants to Reidsville.

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