

CITY OF CLEARWATER
COMMUNITY REDEVELOPMENT AGENCY
CLEVELAND STREET DISTRICT
FAÇADE IMPROVEMENT PROGRAM GUIDELINES



SEPTEMBER 2007

FAÇADE IMPROVEMENT PROGRAM GUIDELINES

**THANK YOU FOR INVESTING IN DOWNTOWN; WE LOOK FORWARD TO WORKING WITH YOU.
LET OUR PROJECT ADVISORS HELP YOU OBTAIN ALL NECESSARY APPROVALS BEFORE BEGINNING WORK.**

Through the Façade Improvement Program, the City of Clearwater Community Redevelopment Agency (CRA) seeks to help you improve the attractiveness of your buildings and the overall attractiveness of the Downtown Clearwater business district. If your building or business is located on Cleveland Street between Osceola and Myrtle avenues and two blocks north and south from Drew to Pierce streets, the CRA wants to work with you to create an attractive and unique downtown business district through our Façade Improvement Program. The Façade Improvement Program has two separate components: Façade Design Services and the Financial Assistance Program. Together these will help you design a new, fresh and appealing look for your building that adheres to the Downtown Design Guidelines and the Café District concepts while also helping you pay for the actual construction of the work.

These easy to follow guidelines will help you understand exactly how to access up to \$3,000.00 of design assistance from local architects and up to \$10,000 of grant and \$25,000 of loan¹ funds from the CRA.

¹ At the discretion of the CRA, higher levels of funding may be available as loans, which would typically be repaid upon sale of the property.

FACADE DESIGN SERVICES

Intent

With the completion of the 2003 City of Clearwater Community Redevelopment Agency (CRA) Downtown Redevelopment Plan, the CRA determined that it is important to actively work to reinvigorate the downtown area with direct investment and programs to encourage private investment. In 2006, the Downtown CRA completed a Façade Design Analysis Study that recommended undertaking façade improvement activities by working with merchants and property owners to reposition the area of Cleveland Street between Osceola and Myrtle Avenues to become a 'Café District' (also known as Cleveland Street District).

Successful implementation of this redevelopment effort requires the CRA to provide some initial technical assistance to property owners and merchants to illustrate the appropriate types of design for the corridor.

The Façade Design Services program is intended to give Cleveland Street property owners professional guidance for how to improve the most prominent facades of their buildings. The CRA is hopeful that this type of assistance will result in capital improvements, but subsequent construction is not a requirement of receiving assistance. However, it is strongly encouraged that property owners proceed with the illustrated façade improvements.

Eligibility

Façade Design Services are available to business and property owners within the designated area (Exhibit A) that have Cleveland Street-facing properties. Governmental entities are not eligible. Business owners must provide a notarized letter of the property owner's consent to participate in this program.

Program

Facade Design Services will be provided to select Property Owners through contracts that the CRA has with architectural design firms. The Architect will provide selected Property Owners (Owner) with the following services:

Scope of Services

1. Consultation(s) with the Owner to discuss needs, desires, and possible budget. City staff to be present at meeting.²
2. Photograph existing building.

² Number of consultations to be determined based on the complexity of the project. However, all projects will have a minimum of two, one-hour consultations.

3. Provide either 2D Photoshop or hand-drawn concept of building street elevation showing suggested changes, preliminary colors, and possible signage.

Cost of Services

Architectural services will be paid by the CRA as a fee of \$1,000.00 per approximate 30 feet of street frontage. If a structure consists of multiple buildings, storefronts or is substantially larger site, the fee will be adjusted proportionately up to \$3,000.00.

Exclusions

The Architect's contract will be confined to street elevation and is the Architect's suggestion considering building's exterior character, Owner's desire and Downtown Design Guidelines and the surrounding environment. If the Owner's desire is unrealistic or in conflict with the Design Guidelines, the Architect will consider the Downtown Design Guidelines first. Though the Architect will endeavor to be sensitive to budget, the Architect specifically excludes any representation that they have investigated the building for any and all issues related to structural soundness, code compliance of existing structure, environmental issues and/or real property title and encroachment problems or any other issues not readily discernible from casual view of street elevation. The Architect will endeavor to provide service in timely fashion but it will be provided as schedule allows (30 days +/-) unless the Architect notes otherwise.

Additional Services

If a true rendering or photorealistic drawing, or other technical assistance is desired, the Architect will provide such services for additional negotiated fee at Owner's expense.

The Architect will negotiate directly with the Owner if they wish additional Architectural Services to translate concept into construction drawings.

Selected Property Owners are required to provide the Architect with the following items in order to facilitate their work and to assure a more usable design:

- ❖ Existing floor plan(s)
- ❖ Any historical photos of the structure
- ❖ Budget for improvements
- ❖ Images of architectural styles or features that the Owner likes or believes is appropriate for the structure

Process

Qualified applicants must schedule an appointment with the CRA Representative prior to preparing an application for submittal. The CRA Representative's office is located on the first floor of City Hall at 112 South Osceola Avenue, Clearwater, Florida 33756.

Appointments may be made by calling (727)562-4044. Applications will be accepted on a rolling basis and Facade Design Services will be awarded on a first-come, first-served basis until funds allocated to this program are expended for the fiscal year.

Within ten (10) business days of application submittal, the CRA Representative will review the application for completeness. A post-application submittal conference will be held with the Applicant to discuss any deficiencies or issues with the application. At this time, the CRA Representative may request that the Applicant provide additional information.

Within ten (10) days of receiving the completed application, the CRA Representative will review the application against the review criteria and prepare a recommendation for the CRA Executive Director. Applicants will also be sent a copy of the recommendation.

The CRA Executive Director will determine whether or not the application is approved or denied with or without conditions.

The Applicant will be notified in writing of the CRA Executive Director's decision, including a Notice to Proceed or denial within fifteen (15) business days of application submittal.

Selection Criteria

The CRA Representative will review the completed application with respect for the review criteria and will make a recommendation to the CRA Executive Director.

Review Criteria Scoring System	
Façade Design Services	
CRITERIA	POINTS
<u>Location/Visibility</u>	<u>50 points total</u>
Redesign is intended to contribute significantly to the Café District ³	25
Strategic location of property in facilitating the Café District Concept	10
Significant Architecturally to Downtown	15
<u>Potential Aesthetic Improvement</u>	<u>50 points total</u>
Current compatibility of existing structure to the surrounding structures/styles	
Poor	25
Fair	15
Good	5
Current condition or appearance of façade	
Poor	25
Fair	15
Good	5
	100 points possible

³ Significant contributions to desired environment include restaurants with outdoor seating, neighborhood retail and lifestyle business.

Applications that score below 60 points will be recommended for denial. Applicants are advised that grant funds are provided at the sole discretion of the CRA Executive Director and the findings stated in the recommendation do not create an entitlement to funding.

Available Assistance

The CRA will set the amount of assistance available for the fiscal year in its Annual Budget. The maximum grant contribution per application is set at \$3,000. The CRA may raise or lower this amount at any time upon a majority vote of its members.

Expiration of Facade Design Services

Applicants must meet with the Architect within sixty (60) days from the date that the CRA Executive Director approves the Facade Design Services request or the award will expire. Extensions may be granted by the CRA Executive Director under extenuating circumstances.

Application

1. Completed application form.
2. Photographs of the existing building and the proposed project area.

FINANCIAL INCENTIVE PROGRAM

Intent

With the completion of the 2003 City of Clearwater Community Redevelopment Agency (CRA) Downtown Redevelopment Plan, the CRA determined that it is important to actively work to reinvigorate the downtown area with direct investment and programs to encourage private investment. In 2006, the Downtown CRA completed a Façade Design Analysis Study that recommended undertaking façade improvement activities by working with merchants and property owners to reposition the area of Cleveland Street between Osceola and Myrtle avenues to become a 'Café District'.

Successful implementation of this redevelopment effort requires the CRA to provide some initial financial assistance to property owners and merchants to undertake professionally designed building improvements that will fit within the goals of the program and enhance the corridor.

The Financial Incentive Program is designed to provide financial incentives to the property owner that has (or is) participated in the CRA Façade Design Services program. The CRA is aware that façade improvements can be a costly investment. In order to reduce the cost to property owners, the CRA has allocated annual funding to offset some of the construction costs of façade improvements.

Eligibility

The Financial Incentive Program is available to all property owners within the designated area (Exhibit A). Area is described as Cleveland Street between Myrtle and Osceola Avenues and two blocks north and south from Drew to Pierce Streets. Governmental entities are not eligible.

Program

The Financial Incentive Program will be provided to targeted Property Owners and will be secured by contracts with the property owner or by a mortgage against the property. Grants may be awarded up to \$10,000 and loans may be provided for any amounts between \$10,001 and \$35,000. Loans will be made at an interest rate of zero (0.00%) interest rate.

Financial Incentives will be available to property owners for improvements to their building facades that further the goal of creating a Café District. Any planned improvements that do not, in the judgment of the CRA, further the Café District concept will be deemed ineligible.

Funds will be available to property owners and must be matched on a \$1:\$1 (dollar-for-dollar) basis by the applicant or property owner for improvements that correspond with the furtherance of the Café District concept. The improvements must effect immediate improvement to the storefront area of the building (i.e., signage, lighting, entryways, windows and other cosmetic or structural work associated with the first floor where customers interact directly with the building) or (2) be in concert with first floor façade improvements as described in (1) above but that may extend vertically to the upper areas of the façade. Isolated building improvements that are not directly connected to improvements at the street level façade may not be allowed.

Process

Qualified applicants must schedule an appointment with the CRA Representative prior to preparing an application for submittal. The CRA Representative's office is located on the first floor of City Hall at 112 South Osceola Avenue, Clearwater, Florida 33756. Appointments may be made by calling (727) 562-4044. Applications will be accepted on a rolling basis and design assistance will be awarded on a first-come, first-served basis.

Within ten (10) business days of application submittal, the CRA Representative will review the application for completeness. A post-application submittal conference will be held with the Applicant to discuss any deficiencies or issues with the application. At this time, the CRA Representative may request that the Applicant provide additional information.

Within ten (10) days of receiving the completed application, the CRA Representative will review the application against the review criteria and prepare a recommendation for the CRA Executive Director. Applicants will also be sent a copy of the recommendation.

The CRA Executive Director will determine whether or not the application is approved or denied with or without conditions. Applications for funding may be approved on a contingent basis while the property owner awaits approval from the Planning Department.

The Applicant will be notified in writing of the CRA's decision within twenty (20) business days of application submittal for a request of \$10,000 or below to be approved by CRA Executive Director. Any loans with mortgages on the property will be approved by the CRA Board; applicant will be notified in writing of CRA's decision within five (5) business days of Board Meeting. A Notice to Proceed or Denial will be sent to the applicant.

Selection Criteria

The CRA Representative will review the completed application with respect for the review criteria and will state his/her findings to the CRA Executive Director.

Review Criteria Scoring System	
Financial Incentive Program	
CRITERIA	POINTS
<u>Location/Visibility</u>	<u>50 points total</u>
Proposed improvements will contribute significantly to the Café District ⁴	25
Strategic location of property in facilitating the Café District concept.	10
Significant Architecturally to Downtown	15
<u>Potential Aesthetic Improvement</u>	<u>50 points total</u>
Current compatibility of existing structure to the surrounding structures/styles	
Poor	25
Fair	15
Good	5
Current condition or appearance of facade	
Poor	25
Fair	15
Good	5
	100 points possible

Applications that score below 60 points will be recommended for denial. Applicants are advised that grant and loans funds are provided at the sole discretion of the CRA Executive Director, CRA Board and the findings stated in the recommendation do not create an entitlement to funding.

⁴ Significant contributions to desired environment include restaurants with outdoor seating, neighborhood retail and lifestyle business.

Available Assistance

The CRA will set the amount of assistance available for the fiscal year in its Annual Budget. The maximum grant contribution per application is set at \$10,000 per approximate 30 feet of street frontage (calculated at \$333.33 per lineal foot). If a structure consists of multiple buildings, storefronts or is a substantially larger site (or if the necessary improvements are extraordinarily expensive), the property owner may qualify for up to \$25,000 in loan assistance which would be coupled to the \$10,000 grant to total as much as \$35,000 in available assistance from the CRA. Additional assistance may be available at the discretion of the CRA, with any award amount requiring a matching \$1:\$1 (dollar-for-dollar) expenditure by the property or business owner for improvements that correspond with this program and the furtherance of the Café District concept. Any amount awarded over \$10,000 will be secured by a mortgage. All CRA grant and loan proceeds will be paid to the property or business owner on a reimbursement basis (evidenced by a letter of request for the funds and copies of paid receipts from contractors or vendors) upon completion of the corresponding improvements.

In addition, property or business owner must agree to leave the completed project in its approved design and colors for a period of five (5) years from the date of completion in order to receive this funding.

Expiration of Financial Incentive Program Commitment

Applicants must undertake construction of improvements within one hundred twenty (120) days from the date that the CRA approves the commitment or the award will expire. Extensions may be granted by the CRA Executive Director under extenuating circumstances.

Application

1. Completed application form.
2. Photographs of the existing building and the proposed project area including surrounding buildings.

Program Tips

- A. Start early. Funds are allocated on a first-come, first-served basis. Only one grant shall be awarded for per property.
- B. Use the Design Guidelines detailed in the Clearwater Downtown Redevelopment Plan. The plan was created with the help of your neighbors and with the advice of talented architects and urban planners.
- C. Work with your architect of choice from our pre-approved list. These architects understand the application and approval process. They will work with you to develop designs that can be approved in a smooth and expeditious manner. The architect will be your personal project advisor. He/she knows how to create and get approved a design that will satisfy regulators and make you and your customers happy.
 - a. Save and show-off your building's architectural features (such as accessories, awnings, and signs); harmonize them with neighboring structures. No Grant monies or matching monies shall be used to perform general repair, structural, or habitable work or otherwise to meet code to occupy the building.
 - b. Choose color schemes that follow the Downtown Design Guidelines and that accent your building and harmonize with adjacent buildings. The Downtown Plan (available on the City's website at www.myclarwater.com) is your guide.
 - c. Work with your architect/project advisor to create and agree on a façade improvement plan for your building. The plan should include descriptions and drawings of changes. Use the attached checklist as a guide.
- D. Assemble your façade Improvement packet. Include the following:
 - a. Technical materials and images.
 - b. Notarized written consent from the building owner if you are a merchant applying for funds. Your City licenses (Business Tax Receipt) must be up to date.
 - c. Hold Harmless Agreement.
 - d. Obtain construction estimates from registered contractors with sufficient experience, insurance and bonding.
- E. Submit your application to the CRA office. The CRA may want you to present your proposed changes at a meeting.
- F. Expect to match each grant and loan dollar with a dollar of your own investment. Funds may be awarded as follows:
 - a. Up to \$10,000 in grant funds.
 - b. Up to \$25,000 in loan funds.
- G. Wait for your 'notice to proceed' before beginning work. Work that begins without this notice may not be eligible for reimbursement.
- H. Make the planned changes to your building.
- I. Submit a copy of the paid bill for reimbursement with an affidavit from the contractor certifying that the work is complete. Any unapproved changes will void the grant. If design changes are necessary during construction, coordinate the work with the architect and the CRA Representative.

The CRA reserves the right to grant or loan additional money to targeted projects that they believe will have a significant positive impact on the area.

Prior to completion of this application, please contact the City of Clearwater CRA to review this process at (727) 562-4044.

Community Redevelopment Agency
112 South Osceola Avenue, 1st Floor
Clearwater, Florida 33756

Date_____

Name and Type of Business_____

Location of Business_____
(Street address, name of building if applicable)

Property Owner_____Phone_____

Contact (if different from owner)_____

Email Address_____

Property Owner Mailing Address_____

Two-Part Program:

1) The Façade Design Services program provides up to \$3,000 in architectural design assistance to applicants.

2) The Façade Financial Incentive Program provides up to a \$10,000 (dollar-for-dollar) matching grant that can be used towards any exterior architectural improvements to the street-side façade. For properties with two street-front facades or a second, prominently visible façade, the second façade may be eligible for up to a \$10,000 matching loan. The maximum grant contribution per application is set at \$10,000 per approximate 30 feet of street frontage. If a structure consists of multiple buildings, storefronts or is substantially larger site, the available assistance may be increased at the discretion of the CRA, with any award amount requiring a matching \$1:\$1 expenditure by the property or business owner. Any amount awarded by the CRA over \$10,000 will be secured by a mortgage which would be repaid at the time of sale, and may be transferred to the new property owner under certain conditions.

Estimated number of linear feet facing a public-right-of-way:_____ (If the building faces onto more than one street, such as a building located on a corner, give the estimated frontage feet of the secondary façade _____)

Requested Grant Amount \$ _____

Requested Loan Amount \$ _____

General description of proposed improvement:

Façade Windows/Doors Awnings/Canopies Lighting Painting Signage Other

I hereby submit this Application for Façade Design Services. I understand that this must be approved by the CRA and that I should not begin any work with the selected Architect until I have received written approval (Notice to Proceed) from the CRA. I also understand that the grant funds will not be paid to me, but will be paid directly to the architect upon completion of their work.

Signature of Property Owner _____ Date _____

Signature of Business Owner _____ Date _____

For Façade Design Services Only - - STOP HERE



CRA Staff use only
Date of initial contact: _____ Electronic submission In person

Staff representative: _____

Design Professional: _____

Pre-Application Meeting Post-Application Meeting
CRA Board: Approved Denied Date _____

Property Site File Number _____

Planning Dept: Approved Denied Date _____

Proposed Scope of Work:

Please provide a brief, general description of the work to be performed, materials to be used, color and material samples (if applicable).

Exterior Walls (Includes front facade, second façade (if applicable), structural, decorative and non-functional elements) _____

Windows/Doors _____

Awnings/Canopies _____

Lighting _____

Painting _____

Signage _____

Other _____

Attachments: The following attachments are required:

- Project schedule.
- Photographs of the existing building and proposed project area.
- Schematic drawings illustrating proposed work, or pictures with project description outlines.
- Planning Department Review.
- Two (2) cost estimates.

Property Address: _____

Property Legal description: _____

Façade Improvement Summary (please add costs and descriptions):

Grant Funds Usage

Signage Cost: \$ _____
 Removal New Altered/Repaired

Awning Cost: \$ _____

Painting Cost: \$ _____
 Square feet? _____

Cosmetic Alteration Cost: \$ _____
 Describe: _____

Structural Alteration Cost: \$ _____
 Describe: _____

Total Project Cost: \$ _____

Amount Requested
(Not to Exceed 50% of Total Project Cost)*: \$ _____

**Grantee is solely responsible for securing & paying for any permits*

Remaining Balance of Funds Eligible for Loan:** \$ _____

***Balance Over \$10,000 Matching Grant.*

Loans Funds Usage

Signage Cost: \$ _____
 Removal New Altered/Repaired

Awning Cost: \$ _____

Painting Cost: \$ _____
 Square feet? _____

Cosmetic Alteration Cost: \$ _____
 Describe: _____

Structural Alteration Cost: \$ _____
 Describe: _____

Total Project Cost: \$ _____

Remaining Balance of Grant Funds:** \$ _____

Amount Requested
(Not to Exceed 50% of Total Project Cost)*: \$ _____

**Grantee is solely responsible for securing & paying for any permits*

I hereby submit this application for a Façade Improvement Grant. I understand that these must be approved by the City of Clearwater and no work should begin until I have received written approval from the CRA. I also understand that the grant funds will not be paid until the project is complete. I agree to leave the completed project in its approved design and colors for a period of five (5) years from the date of completion.

Signature of Property Owner _____ Date _____

Signature of Business Owner _____ Date _____

Please submit this checklist as part of your application

Minor Improvements	Major Improvement
<p>SIGNS:</p> <ul style="list-style-type: none"><input type="checkbox"/> Provide a color rendering of the design chosen. Your assigned architect/project advisor can do this for you.<input type="checkbox"/> Include specifications as to the size and width of the sign.<input type="checkbox"/> Note how and where the sign will be hung on the building<input type="checkbox"/> Submit at least two written estimates from sign companies.<input type="checkbox"/> Make sure the design and size comply with City codes. <p>AWNINGS: (provide color rendering)</p> <ul style="list-style-type: none"><input type="checkbox"/> Provide information about color and style of awning chosen. Remember, awning selection must take into account the architectural style of the building.<input type="checkbox"/> Note where awning will be placed on building.<input type="checkbox"/> Submit written estimate. <p>PAINT: (provide color rendering)</p> <ul style="list-style-type: none"><input type="checkbox"/> Provide samples of the colors chosen<input type="checkbox"/> Mark the location of body colors and accent colors.<input type="checkbox"/> Submit written estimate from painter of your choice. <p>COSMETIC IMPROVEMENTS:</p> <ul style="list-style-type: none"><input type="checkbox"/> Provide pictures and/or samples of the accessories (such as lighting, planter boxes, etc.)<input type="checkbox"/> Submit a written estimate from two licensed contractors.	<p>MAJOR FAÇADE ALTERATION:</p> <ul style="list-style-type: none"><input type="checkbox"/> Provide a rendering of major changes.<input type="checkbox"/> Provide all applicable items from Minor Improvements list on left side of this chart.<input type="checkbox"/> Provide building and construction details, diagrams, and signed and sealed engineering or architectural drawings, as appropriate<input type="checkbox"/> Submit a written estimate from two licensed contractors.

Hold Harmless Agreement

Release executed on the _____ day of _____, 20_____, by (Property Owner) _____
and (Tenant if Applicable) _____,
of (Street Address) _____,

City of Clearwater, State of Florida, referred to as Releaser(s). In consideration of being granted monies for restoration, modifications, signage, or other physical changes to the property located at the above address, the Releaser(s), understands that they are solely responsible for providing their own contractors, and to assure that those contractors are fully insured and licensed and have obtained all necessary permits in accordance with City regulations. The Releaser(s) waives, releases, discharges, and covenants not to sue the City of Clearwater, City of Clearwater Community Redevelopment Agency, or any successors or assigns for loss or damage, and claims or damages therefore, on account of any work that has been performed in accordance with City or State guidelines. Releaser(s) agrees that this release, waiver, and indemnity agreement is intended to be as broad and inclusive as permitted by the laws of the State of Florida and that if any portion of the agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect. Releaser(s) further states that it has carefully read the above release and knows the contents of the release and signs this release as its own free act. Releaser's obligations and duties hereunder shall in no manner be limited or restricted by the maintaining of any insurance coverage related to the above referenced event. This release contains the entire agreement between the parties to this agreement and the terms of this release are contractual and not a mere recital.

Dated this _____ day of _____, 20_____.

Property Owner Signature _____
(Please Print) _____

Witness _____
(Please Print) _____

Tenant Signature (if applicable) _____
(Please Print) _____

Witness _____
(Please Print) _____

