

MIDTOWN ARCHITECTURAL ASSISTANCE PROGRAM



Above: S Main St Architectural Assistance Program examples by Content Modern Design.



**GAINESVILLE COMMUNITY
REDEVELOPMENT AGENCY**
**COLLEGE PARK/UNIVERSITY HEIGHTS
REDEVELOPMENT AREA**

GOAL:

Architectural Design fees can be a barrier for property owners interested in increasing the curb appeal of their buildings. To encourage and support private investment in properties within the NW 1st Ave Streetscape Project context area, the Gainesville Community Redevelopment Agency (CRA) is launching the **Midtown Architectural Assistance Program**. This program provides an 85% to 100% subsidy for conceptual façade design development and architect's preliminary opinion of cost.

Although there is **no** obligation for Participants to implement the recommended design concepts, the CRA is hopeful Participants will be encouraged to pursue improvements, and take advantage of additional CRA incentives, available to properties in the Target Area. Please refer to the **Midtown Façade Grant Program** information packet.

This program is **time limited** and restricted to properties in the **Midtown Target Area** in the College Park/University Heights Redevelopment Area (**see Exhibit 1**).

BENEFITS:

Participants can use this program to conceptualize exterior improvements that could improve their customers' experience and increase business success. Changes that could improve property curb appeal include improved lighting and building signage, accent materials, window/door modifications, and more. Program benefits include:

- ◆ *Two 1-hour meetings with an assigned architect to discuss vision for property enhancements*
- ◆ *One preliminary conceptual design and one final conceptual design, including proposed materials and architect's preliminary opinion of cost (digital and hard copy)*

WHO IS ELIGIBLE?

All non-residential properties (commercial, fraternities, and churches) located on or fronting W University Ave, NW 1st Ave, and NW 2nd Ave, between NW 16th Street and NW 20th Street. Please refer to Exhibit 1 below.

The following prioritization will apply:

Direct Stakeholders: 100% CRA subsidy: Non-residential properties located within the Target Area, whose main access is off NW 1st Ave, business address is on NW 1st Ave, or retail plazas with (6) businesses or more. Priority for properties with buildings constructed before 2006 that have had no recent exterior improvements.

Area Stakeholders: 85% CRA subsidy: All other properties within the program Target Area. Priority for properties with buildings constructed before 2006 that have had no recent exterior improvements.

Retail plazas and properties with four businesses or more, sharing a building façade, must apply to this grant as a group, with a minimum of 5% of building businesses participation.



EXHIBIT 1: PROGRAM TARGET AREA

PAYMENT:

The full cost of conceptual architectural design fees within this program can range from \$600 to upwards of \$2,550! Property owners can benefit from this resource for little or no cost, depending on whether they are an Area or a Direct Stakeholder (see Page 2). Participants may also apply for a **Midtown Façade Grant** to support the cost of transforming the architectural sketches into physical reality.

- **Direct Stakeholder Fee Schedule:** No cost to program Participant. The CRA will cover 100% of the conceptual architectural fee cost.
- **Area Stakeholder Fee Schedule:** Participant pays 15% of the design cost, as represented at the following chart. The CRA will pay the architect the remainder of design fees at the completion of each project. Program participants must pay their share, if applicable, directly to the designated architect at the beginning of their first consultation meeting. CRA will pay the architect the remainder of the fees at the completion of each project.

Main Façade Width & Number of Stories	Up to 30 feet	30 to 60 feet	60 to 120 feet	120 feet or greater	Any additional façade	Sign Design ONLY
1 story	\$90.00	\$135.00	\$180.00	\$270.00	\$22.50	\$22.50
2 stories	\$135.00	\$180.00	\$270.00	\$360.00	\$22.50	

PROCESS & TIMELINE:

To apply for this program, please complete the attached application and submit to CRA staff. First funding priority will be given to Direct Stakeholders. **Direct Stakeholder applications will open on August 1, 2016, and close on September 1, 2016**. Applications will be reviewed and accepted on a “first come, first served” basis during this time period. **If any remaining funding is available, applications for Area & Direct Stakeholders, who did not apply in the first round of applications, will open on September 15, 2016, and close on November 15, 2016** (or when funding is exhausted; whichever occurs first). Applications will again be reviewed and accepted on a “first come, first served” basis during this time period. Once CRA Staff has approved the application, Participant will be partnered with a designated CRA architectural consultant to meet and discuss the specific needs and desires of individual properties, focusing on opportunities for exterior improvements, both building and site.

APPLICATION TIMELINE:

August 1, 2016	Direct stakeholder applications open
September 1, 2016 @ 5 PM	Direct stakeholder application close
September 15, 2016	If funding is available, applications for Area & Direct stakeholders open
November 15, 2016 @ 5PM or Budget Exhausted	Program application submission closes

*** OPPORTUNITY FOR CONSTRUCTION SUPPORT ***

Applicants may also participate in the CRA's Midtown Façade Grant Program, which provides reimbursable funds of up to \$60,000, and up to 75% of project costs. Ask CRA staff for additional information.

Midtown SUSHI CHAO was a Façade Grant Recipient in 2012!



SUBMIT APPLICATIONS HERE:

Attn: Architectural Assistance Program Coordinator

Gainesville Community Redevelopment Agency

802 NW 5th Avenue, Suite 200 Gainesville, FL 32601

info@gainesvillecra.com / 352-393-8200

MIDTOWN ARCHITECTURAL ASSISTANCE APPLICATION

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Applicant Name: _____

Phone: _____ Email: _____

Organization: _____

Building Mailing Address: _____

Applicant Mailing Address (if different than above): _____

Is the Applicant the Property Owner? YES NO

If Applicant is **not** the Property Owner, please provide Property Owner details below:

Name: _____

Phone: _____ Email: _____

Mailing address: _____

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Building Address: _____

- A. Property mailing address along NW 1st Ave, 1600 to 1900 blocks? YES NO
- B. Main property access off NW 1st Ave, 1600 to 1900 blocks? YES NO
- C. Property is a retail plaza with (6) stores or more, whose mailing address is on
W University Ave or NW 1st Ave, 1600 to 1900 blocks? YES NO
- D. Property mailing address on W University Ave or NW 2nd Avenue, 1600 to 1900 blocks? YES NO
- E. Property mailing address along NW 16th, 17th, 18th, or 19th Streets, on or
between W University Ave and NW 2nd Avenue? YES NO
- F. Building construction completed prior to 2006? YES NO
- G. If F is YES, have any major exterior improvements be completed after 2006? YES NO
- H. Which facades would you like to include in your property's Midtown Architectural Assistance project? Circle ALL that apply:
- | | | | | | |
|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|
| NW 2 nd Ave | NW 1 st Ave | W University Ave | NW 16 th St | NW 17 th St | NW 18 th St |
| NW 19 th St | NW 20 th St | Stand-alone sign only | Other: | | |

- * **Replied YES to one of the above questions A, B, or C? Congratulations!** You are eligible for the Direct Stakeholder benefits (100% CRA subsidy of the property's conceptual architectural design fees)
- * **Replied YES to one of the above questions D or E? Congratulations!** You are eligible for the Area Stakeholder benefits (85% CRA subsidy of the property's conceptual architectural design fees)

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Building address: _____

I, _____, have read the MIDTOWN ARCHITECTURAL ASSISTANCE
program description and potential associated architectural costs, and agree to the program terms as described above.

Signature: _____ Date: _____

**Please submit complete applications and questions to
CRA Action Officer Tricia Lopez at info@gainesvillecra.com or (352) 393-8200**

FOR STAFF USE ONLY

Is the property eligible for Direct Stakeholder benefits? YES NO

Is the property eligible for Area Stakeholder benefits? YES NO

Was the property constructed or significantly renovated in the past decade? YES NO

Total architectural fees per Architectural Fee Schedule: \$ _____

CRA contribution: \$ _____

Applicant contribution: \$ _____

Reviewed by: _____ Date: _____