

# MIDTOWN FAÇADE GRANT PROGRAM



**Before:** 241 SW 7th Terrace



**After:** 241 at Innovation Square



**GAINESVILLE COMMUNITY  
REDEVELOPMENT AGENCY**

**COLLEGE PARK / UNIVERSITY HEIGHTS  
REDEVELOPMENT AREA**

## GOAL

MIDTOWN FAÇADE GRANT  
PROGRAM DESCRIPTION

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To encourage and support private investment on properties located in Midtown, the Gainesville Community Redevelopment Agency (CRA) is launching a **Midtown Façade Grant Program** for the “Program Target Area” located within the geographic area bounded by **W University Avenue, NW 2<sup>nd</sup> Avenue, NW 16<sup>th</sup> Street and NW 20<sup>th</sup> Street**, (Exhibit 1). This time-limited, competitive program provides grants of up to \$57,500 to eligible applicants, with enhanced support to businesses directly located on NW 1st Avenue. See this Program for conditions and further information.

There are eligibility requirements for the participant, the property and the improvements as detailed in this grant program.

Residential properties are not eligible for this grant. Please refer to the **Midtown Residential Paint Program** for grant details.

Maintaining a vibrant commercial and retail business activity and attracting customers during streetscape construction time requires additional effort and support. The purpose of this program is to support local businesses that may be impacted during street renovation in making significant enhancements to exterior building and site. These improvements can boost local businesses’ appeal, improve user comfort and safety, and complement the CRA NW 1<sup>st</sup> Avenue Streetscape project blocks 1600 to 1900, under construction in 2017.

## WHO IS ELIGIBLE?

- A. All non-residential property (commercial, fraternities, and churches) owners and business owners (with building owner consent) located within the Program Target Area (Exhibit 1).

The following prioritization will apply:

**Direct Stakeholders:** Non-residential properties located within the Target Area, whose main access is off NW 1<sup>st</sup> Ave, business address is on NW 1<sup>st</sup> Ave, or retail plazas with (6) businesses or more.

**Area Stakeholders:** All other non-residential properties within the program Target Area.

- B. In conjunction with this grant, non-residential applicants may also apply for the **Midtown Architectural Assistance Program**, which provides schematic architectural design assistance.
- C. Residential properties are not eligible for this grant. Please refer to the **Midtown Residential Exterior Paint Program** for grant availability.



**EXHIBIT 1: PROGRAM TARGET AREA**

# FUNDING

1. **The MIDTOWN Façade Program is a reimbursement grant program.** Eligible Participants must commit to providing the cash value of goods and services used to improve the approved scope of work and pay their construction costs on time. **At the completion of the project**, and per CRA staff review and approval of improvements and proof of payment, the CRA will reimburse the Participant its share for the approved improvements and per actual project costs, up to the maximum approved project grant amount.
2. **Direct Stakeholders ONLY:** Provided, however, in the event improvement costs do not exceed \$7,500, CRA may consider entering into a tri-party agreement with property owner, contractor and CRA to directly pay for improvements.
3. **Approved grant amounts may vary**, and will be determined by the number of improved facades, the width of the main improved facade, number of stories, number of storefronts included in the project, and the scope of work, with **a maximum grant amount of up to \$57,500**. Please refer to **Exhibit 2 and items D and E below** for further information.
4. **Direct Stakeholders:** A. CRA will reimburse an eligible participant **100% of the first \$7,500** the participant expends on CRA approved improvements. B. CRA will reimburse an eligible participant 50% of any CRA approved improvement expenditures in excess of \$7,500 with a cap of \$57,500 in CRA reimbursement per property.
5. **Area Stakeholders:** A. CRA will reimburse an eligible participant **75% of the first \$10,000** the participant expends on CRA approved improvements. B. CRA will reimburse an eligible participant 50% of any CRA approved improvement expenditures in excess of \$10,000 with a cap of \$57,500 in CRA reimbursement per property.
6. Work done by Participants or their employees will not be funded for labor. Work must be done by licensed and/or certified contractors.
7. Eligible project must begin after the scope of work and costs have been approved by the CRA. **Improvements that have begun before grant approval are not eligible for the program reimbursement.**
8. Program is fund-limited. When program budget is exhausted, no additional applications will be accepted.

Main Façade Width & Number of Stories	Up to 30 feet or 1 store-front	30 to 60 feet or 2 store-fronts	60 to 120 feet or 3 storefronts	120 feet and greater or 4 or more storefronts	Any additional façade	Sign ONLY
1 story	\$10,000.00	\$20,000.00	\$30,000.00	\$40,000.00	\$4,166.00	\$3,000
2 stories	\$15,000.00	\$25,000.00	\$35,000.00	\$45,000.00	\$4,166.00	

## EXHIBIT 2: MAXIMUM GRANT REIMBURSEMENT TABLE

# EXAMPLES:

## Example I: Direct Stakeholder

**Approved project amount:** **\$10,000**

Midtown Façade Grant:  $(100\% \times \$7,500) + (50\% \times \$2,500) = \$8,750$

Applicant share:  $(0\% \times \$7,500) + (50\% \times \$2,500) = \$1,250$

## Example II: Area Stakeholder

**Approved project amount:** **\$10,000**

Midtown Façade Grant:  $75\% \times \$10,000 = \$7,500$

Applicant share:  $25\% \times \$10,000 = \$2,500$

## Example III: Direct Stakeholder

**Approved project amount:** **\$107,500**

Midtown Façade Grant :  $(100\% \times \$7,500) + (50\% \times \$100,000) = \$57,500$

Applicant share:  $(0\% \times \$7,500) + (50\% \times \$100,000) = \$ 50,000$

## Example IV: Area Stakeholder

**Approved project amount:** **\$110,000**

Midtown Façade Grant :  $(75\% \times \$10,000) + (50\% \times \$50,000) = \$57,500$

Applicant share:  $(25\% \times \$10,000) + (50\% \times \$50,000) = \$ 52,500$



# ELIGIBLE IMPROVEMENTS:

- A. **All approved improvements must be performed on exterior façades or sites areas, visible 24 hours a day from a public right of way**, and located within the Program Target Area (see Exhibit 1).
- B. Interior improvements are not eligible.
- C. All approved improvements must meet the applicable provisions of the City of Gainesville Land Development Code including Special Area Plans and permitted as required by Code.
- D. Below is a non-exhaustive list of eligible improvements:
- \* **Signs:** removal of old or excessive signs, renovation of existing code compliant signs, and, the design, production and installation of new signs.
  - \* **Awnings and Canopies:** removal of old awnings and/or canopies, and the design, production, and installation of new ones.
  - \* **Repairs and Replacements:** window and/or door replacement or enlargement, façade painting, power wash, masonry cleaning, woodwork, rebuilding or restoration of original decorative building elements.
  - \* **Site Improvements, Hardscapes and Landscaping:** removal, replacement or addition of appropriate screening (walls, fences, landscaping) and/or incompatible uses or negative site elements (i.e., storage yards, outdoor work areas, et. al.), permanent hardscape and landscape improvements (i.e., asphalt sealing and restriping, built in outdoor furniture, bike racks and planters), as approved by the CRA staff during application processing.
  - \* **Façade Coverings and Security Features:** removal and disposal of vinyl and aluminum cladding, window boards, roll-up security doors and window grates.
  - \* **Exterior Lighting:** removal of old light fixtures, and the design and installation of new ones.
  - \* **Pressure Washing:** private sidewalks, parking lots, and/or dumpster pad areas.
  - \* **Design Fees:** up to 10% of total grant amount, above and beyond the design fees indicated within the Midtown Architectural Assistance Program.
  - \* **Contractor General Conditions and Overhead:** up to 10% of total grant amount.
  - \* Permanent art.

## IT'S A FACT!

### RETURN ON INVESTMENT:

In the nine months following renovations and a healthier menu change, Facade Grant recipient Jamal Shaer reported a **23% increase in restaurant sales at Chunky's Grill & Fry Co.!**



**Before: Chunky's**



**After: Chunky's Grill & Fry Co.**

## TIMELINE:

This program is time-limited and designed to be implemented in conjunction with the NW 1<sup>st</sup> Avenue Streetscape improvements.

- A. Applications must be submitted to the CRA by December 1, 2017, 5 PM.
- B. All approved projects must commence by January 31, 2018, and complete by December 31, 2018, to be eligible for grant reimbursement.
- C. Grants may not be awarded for projects started before the grant award.
- D. The CRA will distribute funds to the grant Recipient only upon validation that the work has been completed and it is demonstrated that all contractors are paid in full. Valid receipts must be submitted to receive reimbursement fund disbursement.

## GRANT ADMINISTRATION PROCESS

- **Application & Initial Consultation:** Completed applications are submitted by the applicant and evaluated by CRA staff on a continuous, first come, first evaluated basis, subject to funding availability. Staff and applicant may meet to clarify any outstanding applicant questions or application information.
- **Application Evaluation & Approval:** CRA staff reviews the application on a first come first reviewed basis, and makes a grant recommendation. The CRA will notify applicant of approval or denial of application in writing. Once the application has been approved, applicant may begin implementation of the approved improvements.
- **Agreements:** A Grant Agreement, Five-Year Façade Easement, and Owner Consent Form (where applicable) will be signed by the applicant (and owner if applicable) and the CRA Executive Director or designee. CRA staff will record the Façade Easement in the Alachua County Public Records upon payment of grant funds to applicant. Approved grants of up to \$7,500 will be bound by a maintenance easement of two years only.
- **Project Completion & Grant Release:** After completion of the approved improvements, Grant Recipient will notify CRA staff, provide copies of all relevant improvement receipts, and proof of project completion. CRA Staff and Recipient will meet to review the project to verify completion of work as proposed in the application. The CRA will disburse funds to Grant Recipient within 30 days of approval of the completed project. **Project Close Out:** Five years from completion of project.

# GRANT GUIDELINES

1. **Agreement & Façade Easement:** By acceptance of the Grant funds and filing of the Façade Redevelopment Agreement, Grant Recipient and the Building Owner agree to keep and maintain (keep in good working condition and appearance) improvements made using these funds a minimum of five years. Approved grants of up to \$7,500 will be bound by a maintenance easement of two years only. If the improvements are replaced or not maintained within five years of façade project completion, the grant recipient must repay a pro-rata portion of the grant proceeds invested in the project for the number of months remaining as further described in the restrictive covenant required to be filed. Exceptions:
  - ◆ The improvement was replaced for the purpose of further renovation that will enhance the project. Such further improvements must receive prior approval from the CRA Executive Director or designee.
  - ◆ The improvement has been damaged beyond repair and the Grant Recipient has replaced the improvement.Upon approval of an application by the CRA Executive Director, the Façade Redevelopment Agreement must be executed by the owner and applicant and the CRA Executive Director. The Façade Easement must be recorded by the CRA in the Alachua County Public Records at time of reimbursement.
2. **Owner Consent:** business owners who are not the property owners must obtain a signed Owner Consent, accepting the Program Terms as described above.
3. All improvements conducted with the use of grant funds must be performed in a manner consistent with the University Heights Special Area Plan, the City Land Development Code, and all applicable regulations, codes and ordinances. Applicant is responsible for obtaining or having obtained all required building permits for the work undertaken.
4. The CRA shall have no liability for workmanship, design, or construction related to the project receiving grant funds under this program.
5. Grant Recipient agrees to allow the CRA to photograph the project for use in future publications.



Before: Book Lover's Cafe



After: SweetBerries Eatery & Frozen Custard

# APPLICATION TIMELINE:

<b>June 8, 2017</b>	Midtown Façade Grant application submittal open.
<b>December 1, 2017 @ 5 PM</b>	Midtown Façade Grant applications submittal close.
<b>January 31, 2018 &amp; December 31 2018</b>	All approved projects must commence by <b>January 31, 2018</b> , and complete by <b>December 31, 2018</b> , to be eligible for grant reimbursement.

## COMPLETE APPLICATIONS MUST INCLUDE:

- ⇒ Completed Application Form
- ⇒ Photograph of the existing building and site conditions
- ⇒ Illustrations and description of proposed improved façades (sketches and/or digital drawings)
- ⇒ Description and images/drawings of proposed finish materials and colors
- ⇒ Two cost estimates from two different sources for an identical scope of work, unless the scope of work is a specified source not easily duplicated or does not exceed \$2,000.
- ⇒ Owner Consent Form, when applicable



## SUBMIT APPLICATIONS TO:

**Attn: Midtown Façade Program Coordinator**

**Gainesville Community Redevelopment Agency**

**802 NW 5<sup>th</sup> Avenue, Suite 200, Gainesville, FL 32601**





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**Applicant Name:**

**Phone:**

**Email:**

**Organization:**

**Building Address:**

**Applicant Mailing Address (if different than above):**

**Is the Applicant the Property Owner?**

⇒ **YES.** Please attach proof of ownership, i.e., recorded deed or property tax bill, and proceed to the next page.

⇒ **NO.** Please complete Owner information below.

**Property Owner Name:**

**Phone:**

**Email:**

**Mailing address:**

# MIDTOWN FAÇADE GRANT APPLICATION

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**Building Address:** \_\_\_\_\_

- |   |                        |                       |                        |                        |                        |
|---|------------------------|-----------------------|------------------------|------------------------|------------------------|
| A. Property mailing address along NW 1 <sup>st</sup> Ave, 1600 to 1900 blocks?  | YES                    | NO                    |                        |                        |                        |
| B. Main property access off NW 1 <sup>st</sup> Ave, 1600 to 1900 blocks?  | YES                    | NO                    |                        |                        |                        |
| C. Property is a retail plaza with (6) stores or more, whose mailing address is on<br>W University Ave or NW 1 <sup>st</sup> Ave, 1600 to 1900 blocks?                                      | YES                    | NO                    |                        |                        |                        |
| D. Property mailing address on W University Ave or NW 2 <sup>nd</sup> Avenue, 1600 to 1900 blocks?  | YES                    | NO                    |                        |                        |                        |
| E. Property mailing address along NW 16 <sup>th</sup> , 17 <sup>th</sup> , 18 <sup>th</sup> , or 19 <sup>th</sup> Streets, on or<br>between W University Ave and NW 2 <sup>nd</sup> 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 <u>ALL</u> that apply:   |                        |                       |                        |                        |                        |
| NW 2 <sup>nd</sup> Ave  | NW 1 <sup>st</sup> Ave | W University Ave      | NW 16 <sup>th</sup> St | NW 17 <sup>th</sup> St | NW 18 <sup>th</sup> St |
| NW 19 <sup>th</sup> St  | NW 20 <sup>th</sup> 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:**

**Façade(s) visible from NW 1<sup>st</sup> Avenue, between NW 16<sup>th</sup> Street and NW 20<sup>th</sup> Street**

☐ East facing ☐ West facing ☐ North facing ☐ South facing

**Check all proposed Building improvements that apply:**

☐ Paint

☐ Repair / remove masonry

☐ Improve building accessibility

☐ Signage

☐ Remove old wiring

☐ Mural art

☐ Replace windows and doors

☐ Repair wood work

☐ Correct code deficiencies. Explain:

☐ Exterior lighting

☐ Fencing

\_\_\_\_\_

☐ Remove old cladding (stucco, metal)

☐ Hardscape

☐ Other \_\_\_\_\_

☐ Powerwashing

☐ Landscape

☐ Other \_\_\_\_\_



# MIDTOWN FAÇADE GRANT APPLICATION

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**Building Address:**

**Please attach at least two (2) cost estimates from different licensed or certified contractors for all categories of work. All estimates must include identical scopes of service, unless the scope of work is a specified source not easily duplicated or items do not exceed \$2,000.** If applicable to the selected prime contractor, attach copies of contractor's general liability insurance certificate and contractor's license. Please check the contractor selected for this project.

☐ **Name of Contractor #1:** \_\_\_\_\_ **Cost Estimate: \$**\_\_\_\_\_

☐ **Name of Contractor #2:** \_\_\_\_\_ **Cost Estimate: \$**\_\_\_\_\_

☐ **Scope of work is a specified source** not easily duplicated **or items do not exceed \$2,000.** Explain:

\_\_\_\_\_

\_\_\_\_\_

## **Application Check List:**

- ⇒ Owner applicant: Proof of building ownership. Copies of deeds and county tax records will be accepted as proof.
- ⇒ Tenant applicant: Building Owner signature on following Application page (page 4).
- ⇒ Photograph of the existing building showing exterior conditions.
- ⇒ Sketches and/or elevations of proposed improvements, including colors.
- ⇒ Description and images/drawings of materials to be used.
- ⇒ Two cost estimates from two different sources for an identical scope of work, unless the scope of work is a specified source not easily duplicated or does not exceed \$2,000.
- ⇒ Copy of selected contractor's general liability insurance certificate and contractor's license.





# MIDTOWN FAÇADE GRANT APPLICATION

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**Building Address:**

## SIGNATURES

AS **BUILDING OWNER**, I certify that I have reviewed the MIDTOWN Façade Grant Program, attached hereto as Attachment A and incorporated herein, and understand that this grant will reimburse a portion of building improvements to be completed and I approve of the proposed improvements.

\_\_\_\_\_  
Signature of Building Owner

\_\_\_\_\_  
Date

AS **APPLICANT**, I understand that this grant does not constitute a permit and permits must be obtained in order for the work to be allowed. I also understand that the CRA is responsible only for the grant amount and no more.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

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The City of Gainesville does not discriminate on the basis of race, color, gender, age, religion, national origin, marital status, sexual orientation, or disability (protected characteristics) and will not tolerate any such discrimination by or against its employees or citizens utilizing City services, programs, and activities.



# MIDTOWN FAÇADE GRANT APPLICATION

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**Building Address:**

***FOR STAFF USE ONLY: Check all documents attached the application:***

- ⇒ Building is in Program Target Area
- ⇒ Proof of building ownership or letter of consent from the owner. Copies of deeds and county tax records will be accepted as proof.
- ⇒ Photograph of the existing building showing exterior conditions.
- ⇒ Sketches and/or elevations of proposed improvements, including colors.
- ⇒ Description of materials to be used.
- ⇒ Two cost estimates from two different sources. Scopes of service from each contractor must be identical.
- ⇒ Copy of selected contractor's general liability insurance certificate and contractor's license.

Estimated project cost per selected contractor: \$ \_\_\_\_\_

Recommended Midtown Façade grant Amount: \$ \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by (if different than above) \_\_\_\_\_

Date: \_\_\_\_\_