

East Gateway District Facade & Building Lot Improvement Program

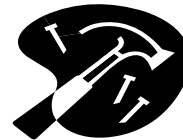
Overview

- Who:** City of Clearwater & Community Redevelopment Agency (CRA).
- What:** Program to encourage aesthetic improvements of commercial properties in East Gateway.
- Where:** Commercial properties on Gulf to Bay Blvd & Cleveland St
- Why:** Stimulate further investment in business & residential areas by transforming the look & feel of commercial corridors.
- How:** Matching loan/grant program funded by federal grant (CDBG) and CRA tax increment funds.

Types of Improvement Projects

Construction, installation or renovation of:

- Windows
- Doors
- Awnings
- Marquees
- Shutters
- Cornices
- Lighting (exterior & window display)
- Parapet
- Balconies
- Porches
- Arcades
- Landscaping
- Painting (100% façade)
- Stucco/plastering
- Pavement (front yard)
- Design fees/permits



Project Scoring

Improvement projects will be rated using a point system based on the following criteria:

- Comprehensiveness of project
- Consistency with Downtown Design Guidelines
- Degree of blight removal and positive visual impact
- Quality of design & materials
- Level of private investment being made
- Contribution to streetscape aesthetics & function
- Application of green building & site techniques
- Application of Crime Prevention through Environmental Design (CPTED) techniques

Design Services

- \$1,000 per 30 LF eligible building façade (\$4K Max)
- Also, up to \$1,000 for site design
- Services provided by pre-approved design firms (architects & engineers)
- Product: "conceptual" improvement project design
- Contract for services is between City & design firm (CRA pays design firm directly)
- Does not cover detailed design required for City permitting

Funding Assistance

- Loan to grant program (loan forgiven over 5 years)
- Program covers 80% of eligible costs (\$35K Max)
- Owner covers eligible costs = 20% loan amount plus any other costs above max grant amount
- Grant agreement required (e.g., continued maintenance of improvements)
- First-come, first served until program funds are exhausted

Funding Scenario Examples

Example #1: Total *Eligible* Project Costs \$25,000

- Maximum loan amount (80% of total eligible project costs or \$35,000, whichever is less) \$20,000
- Property owner contribution (remaining eligible project costs) \$5,000

Example #2: Total *Eligible* Project Costs \$50,000

- Maximum loan amount (80% of total eligible project costs or \$35,000, whichever is less) \$35,000
- Property owner contribution (remaining eligible project costs) \$15,000