

**CITY OF CLEARWATER  
NORTH GREENWOOD COMMERCIAL DISTRICT  
FACADE AND EXTERIOR BUILDING/LOT IMPROVEMENT  
PROGRAM**

**PLEASE DO NOT BEGIN ANY WORK PRIOR TO A “NOTICE TO PROCEED”  
ORDER OR IT WILL VOID THE APPLICATION**

The purpose of the North Greenwood Commercial District Facade and Exterior Building/Lot Improvement Program (FEBLIP) is to encourage aesthetic improvements and retention of character in the North Greenwood Commercial District.

Please contact the City of Clearwater’s Economic Development and Housing Department to obtain an application. The phone number is 562-4056 and the address is 112 S. Osceola Ave., Clearwater, FL 33756. The mailing address is P.O. Box 4748, Clearwater, FL 33758-4748.

**SECTION 1. DESIGNATED COMMERCIAL DISTRICT**

Eligible Applicants are those property owners, and tenants who are located within the “C” Commercial Zoning District along Martin Luther King, Jr. Avenue from Palmetto Street north to Grant Street, as defined by the Zoning Atlas of the City of Clearwater, and as shown on the attached map (Exhibit A). Contiguous parcels not zoned Commercial District, but under common ownership, may be eligible if integral to the commercial building and use.

**SECTION 2. PROGRAM OBJECTIVES**

The objectives of the North Greenwood Commercial District FEBLIP are to:

- a. Stimulate new private investment within the North Greenwood Commercial District, and stabilize existing businesses.
- b. Generate additional revitalization by focusing investment on improvements visible to customers, neighboring merchants, and residents.
- c. Increase neighborhood consumer activity by making individual businesses more attractive.
- d. Provide a 50/50 matching grant or low-interest loans within the annual funding limits of the program, for the renovation of commercial facades and exterior building/site improvements. The funding formula for the matching grants is a 50/50 split between the applicant and the City. The matching grant and loan funds are available on a first come, first serve basis for all eligible improvements.

- e. Leverage City funds by encouraging participants to use personal and corporate assets to share in the costs of facade and exterior building/lot improvements.
- f. Improve and enhance the visual quality of the commercial buildings.

### **SECTION 3. DESIGN THEME**

Property owners, and tenants are encouraged to promote a semi-tropical Caribbean architectural style for their improvements, so as to slowly establish a “sense of place” for this commercial corridor. However, such a design theme is not a requirement to be eligible for this program.

Individual businesses are also encouraged to obtain professional design assistance for proposed improvements.

### **SECTION 4. PROGRAM OPERATION**

The North Greenwood Commercial District FEBLIP is designed to operate in conjunction with a private business enterprise that uses its own assets to renovate a commercial facade or building/lot within the North Greenwood Commercial District. Through the Program, the City will provide a matching grant or low-interest loan to leverage the business enterprise for a percentage of the cost of the facade and/or exterior building/lot renovation.

### **SECTION 5. PROPERTY ELIGIBILITY REQUIREMENTS**

Matching grants and loans will be made only for existing or new commercial or mixed-use properties located within the defined district (Exhibit A). The building and the activities conducted within the building, the exterior of the building, and the site improvements must conform to all applicable City ordinances, codes, rules, and regulations.

If the building or lot has identified code violations, these must be corrected as part of the proposed improvements. The provisions regarding nonconforming uses, lots, setbacks and parking, will not be enforced as part of the review of the application. Change in use of the subject property or proposed improvements or remodeling of an existing use in value of 25 percent or more of the valuation of the principal structure, as reflected on the Property Appraiser’s current records, may require additional reviews and approvals (such as Flexible Standard Development or Flexible Development applications).

The business owner must hold a valid occupational license to do business at the subject location (proof of valid occupational license must be submitted). Either the property owner(s) and/or the tenant(s) are eligible for the Facade and Business Exterior/Lot matching grant or loan. A property owner must provide evidence of ownership by submitting a current property tax statement with the application, and proof of insurance. A tenant is eligible to apply for a matching grant or loan contingent upon a notarized letter of approval from the property owner, and evidence of a properly executed lease of no less than one (1) year in duration, and proof of insurance.

## **SECTION 6. APPLICATION REQUIREMENTS**

The following criteria are required for all participants in this program:

- a. Completion of a Program Application form (see Exhibit B).
- b. Proof of acceptable ownership interest (fee simple title, deed, leasehold, or other interest) acceptable to the City.
- c. Tenants must provide written documentation of the property owner(s) consent of the improvements at the time of the initial application. Written consent shall be in the form of a lease indicating the lessee's responsibility for property renovation and repair, and a notarized documentation of the property owner(s) agreement to the proposed project.
- d. Willing to correct the documented exterior Building Code and property maintenance violations, as part of the proposed improvements.
- e. Willing to commit to continued maintenance of completed improvements.
- f. The Applicant is responsible for selecting their own design professional and licensed contractors and for the financing of all the improvements.
- g. Permit Process – all applicants, where applicable, will be required to obtain the necessary city permits to conduct the improvements.
- h. Copy of valid occupational license to operate business establishment.
- i. Proof of property and general liability insurance.

## **SECTION 7. LOAN/MATCHING GRANT AMOUNT**

Section 7.1 Based on available funds at any given time, the maximum amount the City can contribute of the 50/50 matching grant for a property owner or tenant shall not exceed \$5,000 unless approved by the Director of Economic Development and Housing Department based on a finding that the project would have a significant impact on the North Greenwood Commercial District. If the Director makes such determination, the \$5,000 limitation may be waived, but in no case exceed a maximum of \$15,000. The actual cost of rehabilitation/improvements must be

determined by obtaining a minimum of three bids from licensed contractors for the proposed scope of work approved by the City.

Section 7.2 Where the property owner or business tenant does not have the funds to be used for the 50/50 matching grant program, a low-interest loan may be used. The maximum amount of the loan shall not exceed \$5,000 unless approved by the Director of Economic Development and Housing Department based on a finding that the project will have a significant impact on the North Greenwood Commercial District. If the Director makes such determination, the \$5,000 limitation may be waived for a property owner, but not for a tenant. The loan to a property owner shall not exceed \$15,000. Actual cost of rehabilitation/improvements must be determined by obtaining a minimum of three bids from licensed contractors for the scope of work approved by the City.

Section 7.3 The matching grant or loan may be used to finance the cost of architectural design work, fees and permits, approved facade and exterior building/lot renovation work, landscaping, parking and approved signage and awnings.

Section 7.4 The form of assistance will be as follows: a matching grant, when the owner/tenant provides its own assets as matching funds will be used, or if no matching funds are involved, the assistance will be in the form of a low-interest loan. The interest rate on the loans will be at the "Federal Funds Overnight Rate" plus one (1) point, for a period not to exceed ten (10) years.

Section 7.5 If the property is sold during the loan period, the loan shall become due on the closing date of the sale.

## Section 7.6 REIMBURSEMENTS

Section 7.6.1 City reimbursement of expenses will occur "after" the improvements are completed and approved by the City as part of their normal permitting and inspection process (i.e.: issuance of a Certificate of Occupancy or final inspection), and all eligible expenses have been verified by the Economic Development & Housing Department (i.e., copies of work contracts, invoices, receipts, lien releases, etc.). Reimbursement requests must be accompanied with a copy of the invoice, work contract, receipts for improvements that have been completed.

Section 7.6.2 City payments shall be made directly to the Applicant who shall, in turn, be solely responsible for all payments to their contractors.

Section 7.6.3 Existing debris and trash removal are not reimbursable expenses.

Section 7.6.4 Any expenditures which exceeds the approved grant or loan amount, shall

be the sole responsibility of the Applicant.

## **SECTION 8. PAYMENT REQUIREMENTS**

Before the City will make the façade and/or exterior building/lot improvement loan or matching grant Payment to the Applicant, the following must occur:

- a. Execution of a Program Application (Exhibit B).
- b. Drawings submitted showing proposed façade and/or exterior building/lot improvements.
- c. Three bids from licensed contractors for each portion of the proposed improvements (i.e., painting, paving, lighting, landscaping, etc.). If a general contractor is being used who is licensed in multiple trades, then the bids shall include a detailed break down of each specific work element.
- d. The proposed façade and/or exterior building/lot improvements must conform to city regulations and standards.
- e. Economic Development and Housing Department approval of expenses and completion of the Payment Approval Form (Exhibit C).

## **SECTION 9. PROCESSING AND IMPLEMENTATION PROCEDURES**

All Applicants must follow the following procedures:

1. Applicant meets with Economic Development and Housing Department to discuss plans for façade and/or exterior building/lot improvements and the program guidelines.
2. If the Economic Development & Housing Department determines that the building or site is eligible for the North Greenwood Commercial District program. Economic Development and Housing staff will meet with the Applicant to discuss design issues, project scope, and budget.
3. If Applicant decides to participate in the program, a completed application must be submitted to the Economic Development and Housing Department, who will then open a project file and assign a Project Number.

4. For improvements to the building and/or site that are major in scope, as determined by Economic Development and Housing, the Applicant must schedule a review with the Building Plans Review Committee (BPRC) (Scheduled through the Building Department).
5. Applicant then contracts for design or contractor services and has façade and/or exterior building/lot renovation plans prepared for City review. Plans at this stage should include conceptual designs, color and material samples, and a preliminary budget.
6. Conceptual building elevations and site plans (photographs of the building with color samples may be submitted in lieu of building elevation drawings) are to be submitted initially to the Economic Development & Housing Department for approval as an eligible applicant. The Economic Development & Housing Department will then direct the Applicant to forward the eligible plans to the Planning Department and Development Service Department for Design Review approval and permitting if required (see Exhibit D).
7. After receiving initial project review approval from Planning Department, the Applicant completes any required construction renovation plans, and submits plans and specifications to Economic Development and Housing Department for grant/loan approval. Construction cost estimates are required from three (3) licensed contractors for each improvement project.
8. Applicant signs loan documents for the City portion of funds that will be used for the facade and/or exterior building/lot renovation.
9. After City approves plans for permitting, the Economic Development & Housing Department shall issue a Notice to Proceed to the applicant that will also include an estimated matching grant or loan amount based on the preliminary estimates provided by the applicant.
10. The applicant is responsible for selecting the design professional/architect and contractor and the financing of all the improvements.
11. After the applicant receives the “Notice to Proceed”, the project shall begin within 60 days and be completed within 180 days from start of construction. Partial completion of the project will void all agreements. The Economic Development & Housing Department must agree to any time extensions in writing.
12. Upon completion of the project, the applicant must submit to the Economic Development and Housing Department documentation of eligible expenses and request a City inspection.

13. Economic Development and Housing staff (or their designee) will inspect completed work to ensure that it complies with approved plans. If applicable, the City's Building Department will also inspect the completed work to ensure that it meets all City codes and the approved plans.
14. After review of the submitted expenses, and City has approved the completed work and signed the Program Payment Approval Form, a check will be sent to the applicant within 45 days. Any appeal of decisions regarding eligible expenses is made to the Director of Economic Development and Housing Department.

#### **SECTION 10. MAINTENANCE OF COMPLETED IMPROVEMENTS**

Improvements funded by the matching grant will be maintained in good order. Graffiti and vandalism will be dutifully repaired during this same time period. Failure to maintain improvements will require a reimbursement to the City of the matching grant amount or the payment in full of any loan amount.

#### **SECTION 11. FEDERAL LABOR STANDARDS & PROCUREMENT REQUIREMENTS**

All improvements in excess of \$2,000 shall be subject to all applicable Federal Labor Standards, Procurement Requirements and Davis Bacon Act provisions. Once an applicant's request for matching funds or loan is approved, City staff will provide technical assistance on the federal labor and procurement requirements associated with the use of the funds. All procurement must follow all applicable federal procurement rules and regulations. Failure to follow all applicable federal guidelines may result in funds not being reimbursed.

#### **Attachments:**

- |           |   |
|-----------|---|
| Exhibit A | Location map of Facade and Exterior Building/Lot Improvement Program District |
| Exhibit B | Application Form  |
| Exhibit C | Facade and Exterior Building/Lot Improvement Program Payment Approval Form    |
| Exhibit D | Design Review Submittal Requirements  |

**EXHIBIT "A"**

ZONING MAP

**EXHIBIT "B"**



**NORTH GREENWOOD COMMERCIAL DISTRICT FACADE AND BUSINESS  
EXTERIOR/LOT IMPROVEMENT APPLICATION**

This information is necessary to process a request for a matching grant or loan within the North Greenwood Commercial District Area. Please fill in all the blanks, using "None" or "Not applicable" where necessary. Please attach a separate sheet if you require additional space.

**I. SUMMARY** (Please provide a brief description of the proposed improvements)

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Check all appropriate items that the project will include:

- |             |       |                 |       |
|-------------|-------|-----------------|-------|
| Landscaping | _____ | Painting        | _____ |
| Siding      | _____ | Signage         | _____ |
| Doors       | _____ | Fencing         | _____ |
| Windows     | _____ | Lighting        | _____ |
| Awnings     | _____ | Streetscaping   | _____ |
| Shutters    | _____ | Driveway Pavers | _____ |

Other \_\_\_\_\_  
\_\_\_\_\_

**II. APPLICANT INFORMATION**

APPLICANT: \_\_\_\_\_

CONTACT PERSON (Name and Title): \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

BUSINESS TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMPLOYER TAX ID #: \_\_\_\_\_

OCCUPATIONAL LICENSE #: \_\_\_\_\_

TYPE OF BUSINESS: \_\_\_\_\_

**EXHIBIT "B"**

FORM OF OWNERSHIP\*:

Sole Proprietorship \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation \_\_\_\_\_  
Subchapter S \_\_\_\_\_ Other \_\_\_\_\_ Leasehold \_\_\_\_\_

\*Provide documentation with application supporting item checked above.

If property is being leased, please provide owner's notarized consent to make improvements.

Is property owner a United States Citizen? Yes \_\_\_\_\_ No \_\_\_\_\_

**III. PROPERTY INFORMATION**

Estimated Value of Proposed Improvements:  
\_\_\_\_\_

Property Tax ID #: \_\_\_\_\_

Present Owner of Building (Name and Address): \_\_\_\_\_

**IV. TYPE OF IMPROVEMENTS TO BE MADE AND COSTS**

DESCRIPTION	AMOUNT
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
TOTAL PROJECT COST:	\$ _____



**EXHIBIT "C"**

**NORTH GREENWOOD COMMERCIAL DISTRICT  
FACADE & EXTERIOR BUILDING/LOT IMPROVEMENT PROGRAM  
PAYMENT APPROVAL FORM**

Applicant/Property Name: \_\_\_\_\_

Date Project Completed: \_\_\_\_\_

Date Original Application Received: \_\_\_\_\_

1. Name of Applicant: \_\_\_\_\_

2. Street Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Phone Number: \_\_\_\_\_

5. Completed project complies with plans approved by the EHD: Yes \_\_\_\_ No \_\_\_\_

6. Amount of Matching Grant/Loan: \$ \_\_\_\_\_

Amount of Owner/Tenant Funds: \$ \_\_\_\_\_

Amount of Loan: \$ \_\_\_\_\_

Amount of Project: \$ \_\_\_\_\_

7. Invoices Paid? \_\_\_\_\_ By: \_\_\_\_\_

Verified by: \_\_\_\_\_

8. Payment to Applicant Approved By: \_\_\_\_\_

Economic Development & Housing Director

**Attach copies of a summary of expenses and copies of all receipts**

**EXHIBIT D**

**DESIGN REVIEW SUBMITTAL REQUIREMENTS**

**NUMBER OF COPIES**

- a. The Applicant shall submit one original and two copies of the application and all required drawings, surveys, photographs, paint chips and other samples

**SITE IMPROVEMENTS:**

- a. Signed and sealed survey (including legal description of the property)
- b. Tree survey (including existing trees on site and within 25 feet of the adjacent site, by species, size (DBH 4" or greater) and location, including drip lines and indicating trees to be removed)
- c. Dimensioned plan of proposed improvements
- d. Description of the proposed site improvements, including the type and size of plant materials

**FAÇADE IMPROVEMENTS**

- a. Exterior architectural elevation drawings (dimensioned; all four sides); or
- b. Photographs of the building (in lieu of architectural elevation drawings), with building dimensions and indications/descriptions of the proposed improvements to the façade and their location on the façade
- c. Building materials of the proposed façade improvements

**PAINT**

- a. Photographs of the building with the proposed paint colors at their locations on the façade
- b. Paint sample/chips