



City of Ocala

151 SE Osceola Avenue
Ocala FL 34471
(352) 629-CITY (2489)

CITY OFFERS BUSINESS FAÇADE GRANTS

OCALA, Fla. (Aug. 2, 2010) – Beginning today, the City of Ocala is offering a matching grant opportunity to businesses located within the Community Redevelopment Area to encourage continued revitalization efforts.

The City is making a total of \$50,000 available through a Community Redevelopment Area (CRA) Facade, Revitalization and Accessibility grant program to businesses located within the CRA. The CRA's general boundaries are NW 20th Street on the north, SE 10th Street ("S" Curve) to the south, SE Watula Avenue/NE 8th Avenue on the east, and Pine Avenue/Highway 441 to the West. It is the City's intent to equally award grants to projects located within the North Magnolia and Downtown sections of the CRA.

The funding is available on a 50-50 matching basis and is limited to \$10,000 per property. Applications will be accepted through March 1, 2011, or until all of the funding has been awarded, whichever comes first. The funds must be expended by September 30, 2011. This program has been very popular over the years and has proved to be successful. A total of \$106,822 for 16 projects has been awarded through the façade grant program with an equal match of private sector funds since 2009.

For copies of an application package or program guidelines, call Endira Sharma, development specialist (352) 629-8313 with the City's Office of Long-Term Planning & Sustainability. Applications can be downloaded from the City's Website at www.ocalafl.org.

Media contact: Sonny Allen, Public Information Officer
City of Ocala, 352-401-3978, e-mail: sallen@ocalafl.org.



City of Ocala
OFFICE OF LONG TERM PLANNING
& SUSTAINABILITY
151 SE OSCEOLA AVENUE
OCALA, FLORIDA 34471
(352) 629-CITY (2489)

Date: August 2, 2010

To: Ocala Community Redevelopment Area Property and Business Owners

From: Marc Mondell, Director

Subject: Ocala Community Redevelopment Area Façade, Revitalization,
& Accessibility Grant Program

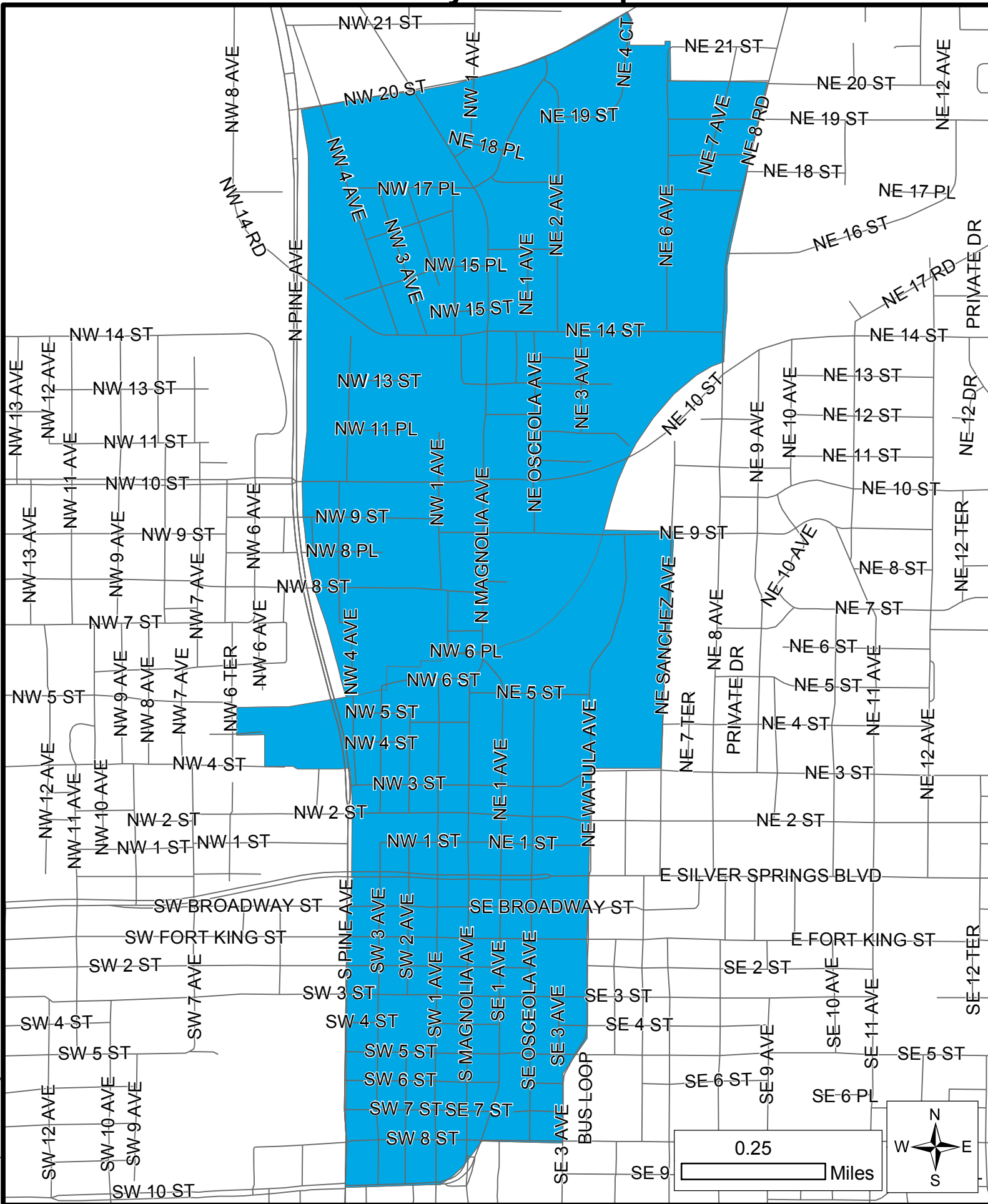
The Ocala City Council has approved a Community Redevelopment Area (CRA) Façade, Revitalization and Accessibility Grant Program to encourage revitalization by means of private investment through renovations and quality improvements in the visual appearance of building façades and to improve accessibility to commercial structures.

There is \$50,000 in funding available for façade grants, beginning on **Monday, August 2, 2010**. The City intends to obligate all funds by March 1, 2011; all funds must be expended by September 30, 2011. The City's intent is to award an equal number of grants and/or expend an equal amount of funds for projects located within the Downtown and North Magnolia portions of the CRA. This will be a consideration for the Design Review Committee during its deliberations. In the event this is not achieved, the Committee will make a recommendation to City Council with regards to the use of any remaining fund balance.

The Program is based on a 50:50 matching grant (50% funded by the City with a 50% match from the property/business owner) with a maximum amount of \$10,000 being awarded to any one property/business owner(s). Application packages are available at www.ocalafl.org or from the Office of Long Term Planning & Sustainability, 151 SE Osceola Avenue (2nd Floor, City Hall) Ocala, FL 34471. Completed applications will be accepted until the application submittal deadline, which is **5:00 PM on Tuesday, March 1st**. Late applications will not be accepted.

If you have any questions please call Endira Sharma, Development Specialist, with the Office of Long Term Planning & Sustainability at **629-8313**.

Ocala Community Redevelopment Area



Prepared By:
CITY OF OCALA
OFFICE OF LONG TERM
PLANNING & SUSTAINABILITY

FAÇADE GRANT TIMELINE – APPLICATION AND REVIEW PROCESS

- The City's intent is to award an equal number of grants and/or expend an equal amount of funds for projects located within the Downtown and N. Magnolia portions of the CRA. This will be a consideration for the Design Review Committee during its deliberations. In the event this is not achieved, the Committee will make a recommendation to City Council with regards to the use of any remaining fund balance
- Program opening: Monday, August 2nd, 2010
 - Applications are available at www.ocalafl.org or from the Office of Long Term Planning & Sustainability, 151 SE Osceola Avenue, 2nd Floor, Ocala, FL 34471
- No applications will be accepted after **Tuesday, March 1, 2011.**
 - Return applications to the Office of Long Term Planning & Sustainability
- As applications are received, City staff will review the applications for completeness and verify eligibility of applicant
- Façade Grant Committee reviews all eligible applications
 - Follow-up interviews with applicants as necessary
- Applicants will be notified in writing of the approved grant funds
- Applicants will meet with staff to finalize their grant agreements and make any adjustments to the proposed façade work program. Contractor presence may be required.
- Once the applicants complete the grant agreement to perform the work as proposed, they can proceed with any permitting and plan review process as required under city ordinance.
- Upon completion of the work, the property will be inspected for completeness of the project as per the agreed grant funding. Inspection will take place at time of final inspection by the building inspector.
- Any deviation from the approved plan must be reviewed and approved by the Façade Grant Review Committee.
- All final receipts must be submitted no later than **Monday, September 12, 2011.**
- Upon submission of clear documentation, reimbursement will be made to the applicant. Submissions should include invoices for all work performed, with details of work clearly expressed; copies of checks and paid receipts for all materials; and lien waivers from all contractor(s) and sub-contractors.

- The Façade Grant Committee reserves the right to deny payment if any completed work is inconsistent with the approved project. A reduction of the award is possible if the project varies substantially from the proposal, if the required 50:50 match is not reached, or if the project costs are less than the proposed costs.
- Grant funds will be dispersed to the applicant no later than **Friday, September 30, 2011.**

**OCALA COMMUNITY REDEVELOPMENT AREA
FAÇADE, REVITALIZATION & ACCESSIBILITY
GRANT PROGRAM APPLICATION**

PROPERTY INFORMATION

Project Name: _____

Project Address: _____

Parcel Number: _____

APPLICANT INFORMATION

Applicant's Name: _____

Name of person to receive all correspondence if different from applicant:

Applicant's Business Name (if applicable): _____

Type of business: _____

Applicant's Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Fax: _____

E-mail address: _____

Applicant is the _____ Property Owner _____ Business Owner/Tenant

How long has the business been at the current location? _____

When does your current lease expire? _____

PROPERTY OWNER INFORMATION

(if different from applicant)

Property Owner's Name: _____

Property Owner's Business Name (if applicable): _____

Property Owner's Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Fax: _____

E-mail address: _____

SCOPE OF WORK

Scope of Work – Check all that apply:

- ☐ Vacant building
- ☐ Removal and replacement of inappropriate or incomplete exterior and restoration of original front façade
- ☐ Completion of an entire front façade
- ☐ First floor of a front façade
- ☐ Demolition of an existing building
- ☐ Main entryway/door
- ☐ Side façade
- ☐ New addition
- ☐ Creation of a new surface parking lot
- ☐ Site improvement / improvements to an existing surface parking lot
- ☐ Handicapped accessibility
- ☐ Rear facade
- ☐ Architectural/design services
- ☐ Mural
- ☐ Signage

PROJECT DESCRIPTION: Write a short statement describing the proposed project and how it will positively contribute to the City’s redevelopment efforts and provide a positive impact on the immediate area. Would the proposed improvements be made without the assistance of the façade grant program? If not, please explain. (Use additional sheets as necessary.)

Anticipated start date: _____

Anticipated completion date: _____

Ocala Community Redevelopment Area Façade, Revitalization & Accessibility Grant Program

Estimated costs of project: _____

How much funding assistance are you requesting? _____

Do you intend to pursue any State or Federal tax incentives or energy rebates? Yes / No

If yes, what type? _____

GENERAL CONDITIONS

It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances, and other applicable regulations.

It is expressly understood and agreed that the applicant will not seek to hold the City of Ocala, the CRA Advisory Board, the Façade Grant Committee and/or its agents, employees, board members, officers and/or directors liable for any property damage, personal injury, or other loss relating in any way to the Façade, Revitalization & Accessibility Grant Program.

It is expressly understood and agreed that the applicant will hold harmless the City, its agents, officers, employees and attorneys for all costs incurred in additional investigation or study of, or for supplementing, redrafting, revising, or amending any document (such as an Environmental Impact Report, specific plan, or general plan amendment) if made necessary by said proceeding and if the applicant desires to pursue such approvals and/or clearances, after initiation of the proceeding, which are conditioned on the approval of these documents.

The applicant authorizes the City of Ocala to promote any approved project including but not limited to displaying a sign at the site, during and after construction, and using photographs and descriptions of the project in City of Ocala materials and press releases.

If the applicant fails to perform the work approved by the Façade Grant Committee, the City reserves the right to cancel the grant. The applicant also understands that any work started/completed before the application is approved by the Façade Grant Committee is done at their own risk, and that such work will jeopardize their grant award.

Completion of this application by the applicant DOES NOT guarantee that façade grant monies will be awarded to the applicant. The City's intent is to award an equal number of grants and/or expend an equal amount of funds for projects located within the Downtown and N. Magnolia portions of the CRA. This will be a consideration for the Design Review Committee during its deliberations. In the event this is not achieved, the Committee will make a recommendation to City Council with regards to the use of any remaining fund balance.

Ocala Community Redevelopment Area Façade, Revitalization & Accessibility Grant Program

Applicant

I, _____, business owner/tenant of the building at _____, have read and understand the terms and conditions of the Façade Grant Program and agree to the general conditions and terms outlined in the application process and guidelines of the façade grant program.

Signature_____ Date_____

Owner Approval for Tenant Applicant

I, _____, owner of the building at

_____, have read and understand the terms and conditions of the Façade Grant Program and agree to the general conditions and terms outlined in the application process and guidelines of the façade grant program. I give my consent to the applicant to go forward with façade improvements on the building as outlined in the Scope of Work section of this application.

Signature_____ Date_____

For Official Use Only

Is this tax delinquent property? Y / N

Is the property in litigation? Y / N

Is the property in condemnation or receivership? Y / N

Does the property contribute to the CRA TIFF? Y / N

Is the building on the National Register of Historic Places? Y / N

Are there any existing code violations? Y / N

COMMITTEE APPROVAL

This application has been reviewed by the Façade Grant Committee. The proposed plans for the building meet the goals and guidelines of the façade grant program, and are approved/not approved for funding.

Comments:

Representative, Ocala Community Redevelopment Area Façade Grant Committee

Date _____

OCALA COMMUNITY REDEVELOPMENT AREA FAÇADE, REVITALIZATION & ACCESSIBILITY GRANT PROGRAM

“Your storefront is a billboard advertising 24 hours a day, seven days a week, and 365 days a year.”

The appearance of buildings and structures is the basis of the public’s overall impression of Ocala; it plays an important role in marketing Downtown Ocala as a special place in the community. Improving the physical appearance of buildings will promote the attraction and retention of business operations, halt property value deterioration, and promote economic growth.

I. Purpose

The Ocala Community Redevelopment Area Façade, Revitalization & Accessibility Grant Program is designed to encourage revitalization by means of private investment through renovations and quality improvements in the visual appearance of building façades and to improve accessibility to commercial structures within the Community Redevelopment Area (CRA). The Façade Grant Program also strives to leverage private improvements while making revitalization efforts affordable, creative, and community based. The CRA is approximately bound by NW 20th Street on the north, 10th Street (“S” curve) on the south, SE Watula Avenue/NE 8th Avenue on the east, and Pine Avenue/SR40 on the west (see attached map for specific boundaries). The CRA hosts a variety of businesses, offices and residential uses – all of which are eligible for the façade grant program.

The program will:

- (a) provide financial assistance to property and/or business owners;
- (b) preserve the unique character of the CRA and foster a sense of place;
- (c) encourage repairs and improvements using quality materials and workmanship in the renovations;
- (d) attract new businesses;
- (e) compliment other revitalization efforts; and
- (f) help to provide an attractive, comfortable place to shop, work, live and socialize.

II. Eligibility Requirements

- (a) Applicants for the grant program can be either the property owner or tenant. The tenant must provide the City of Ocala with permission from the property owner for improvements.
- (b) Tenants must have a minimum of 2 years remaining on their lease or an option to renew for an additional 2 years.
- (c) The building or property must be located within the Community Redevelopment Area (see attached map).

- (d) Grants are only available for rehabilitation work that is visible from the public right-of-way and improves the site's appearance when seen from public streets or pedestrian ways. Work on the roof of a building is not eligible for a grant.
- (e) All work done must be in accordance with the City of Ocala Code and all required permits must be obtained.
- (f) Grants cannot be used to correct outstanding code violations.
- (g) Only work begun after approval by the Grant Review Committee will be eligible for a grant. Work in progress or performed before approval will not be eligible.
- (h) Any changes to the approved plan will require a written request from the applicant and approval by the Grant Review Committee in order to retain the grant. Staff will inspect work, following completion of project to confirm outcome as proposed.
- (i) Grants may be subject to cancellation if not completed or significant progress has not been made by the project completion deadline. Requests for extensions will be considered only if made in writing and progress toward completion has been demonstrated.
- (j) Signs are eligible as part of a larger façade grant, but do not qualify for a signage-only grant. All signage must meet City Code. See the design guidelines for details.
- (k) Routine maintenance procedures, such as painting or minor repairs to existing materials, will not, alone, be eligible for a façade grant, but may be a component of a larger project. (Routine maintenance is defined as minor work to a building or structure, for which a building permit is not required by law, where the purpose and effect of such work is to correct any deterioration or decay of or damage to a structure or any part thereof and to restore the structure or part thereof, as nearly as may be practicable, to its condition prior to the occurrence of such deterioration, decay or damage.)
- (l) All work must comply with the Grant Program's Guidelines and approved by the Grant Review Committee.
- (m) All contractor(s) must be identified at the time of signing the grant agreement. The contractor(s) must be licensed to work in the City of Ocala.
- (n) The following types of property are **not eligible** without City Council approval:
 - 1. Tax delinquent property
 - 2. Property in litigation
 - 3. Property in condemnation or receivership
- (o) Organizations who own property on which property taxes are not collected or that have not contributed to the Community Redevelopment Area Tax Increment Financing Fund (TIFF) are eligible to apply for grants; however, properties on which property taxes are collected or have contributed to the TIFF will take priority over those that do not, when ranked for funding.
- (p) Construction of a new building, wherein a building does not exist or wherein a building was demolished to construct a new building is not eligible for funding.

III. Grant Amounts and Participation

There is \$50,000 in funding available for façade grants. The City's intent is to award an equal number of grants and/or expend an equal amount of funds for projects located within the Downtown and North Magnolia portions of the CRA. This will be a consideration for the Design Review Committee during its deliberations. In the event this is not achieved, the Committee will make a recommendation to City Council with regards to the use of any remaining fund balance.

This program is a matching grant based on 50:50 (City of Ocala Funds: Applicant Funds) participation. This program is a reimbursement-based program that offers up to \$10,000 or 50 percent (50%) of exterior rehabilitation costs, whichever is less. Multiple improvements may be made under a single grant request. Owners with multiple properties can apply for assistance; however, the maximum funding shall not exceed \$10,000 to any one property owner (whether owned individually or under corporate, controlled by the same property owner or family member). Reimbursement will be made only after approved work is completed and proper submission of documentation indicating work completion along with all paid receipts has been reviewed and verified to meet the approved grant application.

The following are maximum reimbursement amounts under the grant program:

<u>Improvement</u>	<u>Amount</u>
Front building façade (ground floor only)	\$ 7,500
Front building façade (ground and upper floors)	\$10,000
Secondary façade (visible side or rear)	\$5,000
Handicapped Accessible Features	\$3,000
New additions to existing buildings (façade only)	\$ 7,500
Site improvements	\$3,000
Architectural/design services	\$2,000
Demolition of existing buildings	\$10,000
Free standing parking lot:	
Creation of new surface parking lot	\$10,000
Improvements to an existing surface parking lot	\$ 3,000
Murals	\$ 1,000
Signage	\$ 2,000

Paint and routine maintenance, with the exception of murals, are not eligible unless as a part of a larger rehabilitation effort. See design guidelines for a complete listing of eligible improvements and limitations on some categories.

Grant awards will be based on the following priorities:

1. Vacant buildings being converted into an active use, which must be disclosed in the application. Improvements made to a vacant building for the sole purpose of placing it on the market for sale do not qualify for a grant.
2. Removal and replacement of inappropriate or incomplete exterior restoration of original façade
3. Completion of a front façade
4. First floor of façade
5. Demolitions
6. Creation of a new surface parking lot
7. Main entryway/door
8. Secondary façade
9. New addition
10. Site improvements/improvements to an existing surface parking lot
11. Handicapped Accessibility
12. Rear façade
13. Mural
14. Signage

A weighted value system for the aforementioned priorities will be developed and approved by the Grant Review Committee. Additional weight will be given to those projects in which the property/business owners are investing a substantial sum of money into their projects.

IV. Application Materials

- (a) Applications are available at www.ocalafl.org or from the Office of Long Term Planning & Sustainability, 151 SE Osceola Avenue, 2nd Floor, Ocala, FL 34471. Applications must be submitted to the City within the submittal deadline in order to be considered for the program. Application packages must include enough documentation to illustrate the visual impact of the project and its cost. **Failure to provide required information may delay the review process or cause the application to be ineligible.**
- (b) The items submitted should include:
 1. A completed application form.
 2. Color photographs of the existing conditions.
 3. Accurate scaled drawings of the proposed improvements
 4. Manufacturer's literature and specifications for windows, doors, etc. Samples of materials may be included or may be requested during the review process.

5. Any other documentation necessary to illustrate the visual impact of the proposed project.
6. At least 2 competitive bid proposals from contractors (licensed within the City of Ocala). These proposals should provide detailed information about the work to be completed, the costs, and the project schedule.
7. Owners or merchants who are in the contracting business, and intend for their company to perform work on their own properties or businesses, must furnish at least 2 proposals other than their own for the work to be done.
8. Owners and merchants (as private individuals) may perform work on their own buildings; however, they will not be reimbursed for their time while acting as contractor and/or installing material. Material cost and the labor of employees are reimbursable; however, documentation must be produced for the number of hours worked on the project by the employees, the rate of pay, the employee's social security numbers, etc. Any contract over \$2,000 is subjected to Federal Labor standards; therefore, the contractor's employees must be paid the prevailing wage rate.
9. The applicant may be required to obtain a building permit for certain types of construction work. Building permit fees are based upon the value of work. Applicants should call the Building Division at (352) 629-8421, if they are interested in receiving an estimate of those fees. These costs must be included in any grant application.
10. The American with Disabilities Act requires some handicap upgrades when a building permit is required. Please contact the Building Division about possible additional costs and include these in your submittal.
11. Construction documents do not need to be submitted until project is approved and submitted for permitting.

V. Application Review and Review Process

- (a) Applications must be submitted to the Office of Long Term Planning & Sustainability, 151 SE Osceola Avenue, Ocala, FL 34471, for review and determination of eligibility of improvements. Staff will review, document, and determine if the application package that is submitted is sufficiently complete to review. Eligibility of the applicant will be verified. A conference with staff may be arranged to discuss any questions that the applicant or staff may have concerning the grant application.
 - The property owner(s) as well as the applicant must sign the application agreeing to the General Conditions, set forth therein. All applications shall be submitted no later than **5:00PM on Tuesday, March 1, 2011. Late applications will not be accepted.**
- (b) Completed and verified applications will be reviewed by a committee of professionals consisting of City staff, one member of the Downtown Business Alliance, and the

North Magnolia Merchant's Association; comprising the Grant Review Committee to determine whether the project should receive a grant and determine the amount of the award. In making their determination, the Grant Review Committee will consider the following factors and may give priority to projects that meet the following criteria:

1. Will the project positively contribute to a city assisted redevelopment effort?
 2. Will the project leverage substantially more investment than the required matching amount in the grant?
 3. Will the grant result in an improvement that would not be made otherwise?
 4. Does the project comply with the Grant Program's Design Guidelines?
- (c) A conference with staff may be arranged to discuss any questions that the applicant or staff may have concerning the grant application.
- (d) The City will notify the applicant/property owner in writing of award approval.
- (e) Applicant shall proceed with any permitting and plan review process as required under City ordinance. Construction shall begin no more than **90 days** after final approval is received. One 60 day extension may be granted upon a written request from the property owner.
- (f) Work cannot begin until applicant has received a written notice from the City indicating that the project may proceed under the Façade, Revitalization, & Accessibility Grant Program.

VI. Award Reimbursement

- (a) Reimbursement shall be limited to no more than 50% of the total cost of eligible improvements, not to exceed \$10,000 per property owner. All necessary government approvals, building permits, and taxes are not eligible for reimbursement.
- (b) The Grant Program reserves the right to refuse reimbursement in whole or in part for work to expenditures that:
1. Do not conform to the program or design guidelines.
 2. Do not conform to the proposal(s) submitted with your application and authorized by the Grant Review Committee.
 3. Are not commensurate with the workmanship and costs customary in the industry.
 4. Are not completed within the established time frame (typically 6 to 12 months depending on the scope of the project). Since the Grant Review Committee cannot reserve funds for your project indefinitely, your grant may be subject to cancellation if not completed or significant progress has not been made by the progress deadline. Requests for extensions will be considered only if made in writing and progress toward completion has been determined.
 5. Are not commensurate with the workmanship and costs customary in the industry.
 6. Staff will inspect work to ensure that it complies with the approved plans. Any changes to the approved plan will require a written request from the applicant and approval by the Grant Review Committee in order to retain the grant.

- (c) Reimbursement can be expected in approximately 3 to 6 weeks after all of the following documentation has been submitted:
1. Copies of all paid invoices and cancelled checks for all of the work covered by the grant. These must equal at least the required matching amount plus the amount of the grant. Invoices must be marked paid, signed, and dated by the contractors.
 2. Copies of the signed contracts with contractors chosen to do the work.
 3. Copies of lien waivers from all general contractors, subcontractors, and major material suppliers.
 4. Photographs of the completed project.
 5. All necessary Federal Labor Standards materials from contractors.
- (d) Projects that have received a grant prior to having secured tenants for rental spaces must have at least partial occupancy before a reimbursement will be processed.

* NOTE: Any eligible property owners who intend to pursue State or Federal tax incentives, or energy rebates should contact the appropriate agency prior to beginning the application process. If a Federal Historic Preservation Tax Credit is to be pursued, the project must meet all 10 standards of the Secretary of the Interior's Standards for Rehabilitation. References to such intentions should be included in the grant application.

DESIGN GUIDELINES

The Ocala Community Redevelopment Area Façade, Revitalization & Accessibility Grant Design Guidelines outline the standards that should be followed when renovating buildings using a grant funding. These guidelines take into consideration a building's historic and cultural significance (regardless of age) in determining an appropriate design solution to the renovation.

The Façade

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principle entrance. An elevation, not containing the main entrance, but fronting a public street exposed to public view will be considered a secondary elevation. Secondary elevations are also eligible for grants. Rear or side façades that are viewable from a public street or pedestrian walkway are also eligible for a grant.

Storefronts

When alterations are made to the first floor of buildings that currently have closed-up or opaque storefronts, the Grant Program will usually require that the storefront be restored to its original condition of a more open façade. Opaque or permanently enclosed storefronts are not encouraged, nor are window treatments that significantly decrease the amount of original window space. All damaged or otherwise deteriorated elements of storefronts, display windows, entrances, upper facades or signs should be repaired or replaced to match or be compatible with the original materials and design of the building. Buildings that are an integral element of the traditional streetscape should reflect and complement the character of surrounding area to the greatest extent possible.

Masonry

Unpainted brick, stone, or terra cotta should not be painted or clad with other materials. If it is necessary to remove paint or clean unpainted masonry, the gentlest method should be used to do so. Sandblasting and other abrasive cleaning methods should be avoided due to the damage they can cause to masonry.

Defective mortar should be re-pointed by duplicating the original mortar. Deteriorated masonry should be replaced with new masonry that duplicates the old masonry material as closely as possible.

Windows

Windows are very visible from the public right-of-way and should be restored when possible. Creating additional openings, enlarging or reducing window opening sizes and filling openings should be avoided but when necessary, they should maintain the character of the building. The window style and glazing configuration should be appropriate for the style of the building.

Trim & Ornamentation

All structural and decorative elements of eligible façades should be repaired or replaced to match or become compatible with the original materials and design of the building to the greatest extent

possible. This includes, but is not limited to, window caps, carved stonework, ornamental plaques and cornices.

Signs

Signs are not eligible for a sign-only grant but may be included as an integral part of a full façade project. When included on the façade of the building, signage should complement the architecture of the building and surrounding buildings. The following types of signage will be considered for grant funding:

- (a) Display Window Lettering – storefront signage in which the lettering is painted or etched into the interior side of display windows and glazed entry doors. These signs typically consist of lettering and/or a logo, and do not cover more than 1/5 of the glass panel.
- (b) Transom Signs – made of leaded glass letters that are built into the transom above the storefront display window or door.
- (c) Neon signs – only those neon signs that were original to the building or a new sign that would complement an older storefront typically found in post 1920s commercial buildings are eligible for grant funding.
- (d) Other signs types that the applicant can show to be integral part of the façade renovation will be considered for grant funding. Signage that is to be replaced to satisfy code compliance issues will not be funded.

Security Gates and Bars

Permanently attached or retractable security gates and bars are typically not in keeping with the character of the building and create an impression that the area is unsafe, and will ultimately hurt business. For that reason, they are discouraged and will not be funded. Less obtrusive methods are preferred.

Exterior Elements

Existing fire escapes, ladders, standpipes, vents, etc, should be painted to blend with the wall on which they are mounted. Repairs to such elements will be considered for funding if a part of a more integral façade grant. Awnings, exterior lighting and electrical fixtures should maintain the style of the building and highlight the buildings architectural elements without being overbearing.

Landscaping and Fencing

In some projects landscaping and fencing will be considered if a part of a larger renovation project. Fencing will be considered only if the fence has extraordinary architectural character such as wrought iron fence with masonry piers. Common fences such as stockade, board-on-batten, picket and chain link would not be eligible for a grant. Planters and retaining walls should be built of a material, which compliment the materials of the adjacent buildings.

Parking Lots

Improvements to an existing parking lot are considered to be additional elements, such as lighting, fencing, gates, benches, bus stops, bicycle racks, etc. that are not required by City Code. Repaving, restriping, maintaining the required landscaping or repairing/replacing wheel stops are considered ordinary repair and maintenance of a parking lot and therefore not eligible for funding.