



## Downtown Fresno Storefront Facelift Program

As part of the PRO Neighborhoods Grant, in partnership with JP Morgan Chase and the Central Valley Community Foundation, the Downtown Fresno Foundation is launching the Downtown Fresno Storefront Facelift Program in 2019.

The purpose of the Downtown Fresno Storefront Facelift Program is to revitalize, support, and promote the City of Fresno's urban core. The Program offers financial incentives in the form of a rebate on construction and design to applicants considering an exterior rehabilitation or renovation of a commercial structure.

All commercial properties within the Downtown Fresno PBID are eligible to apply for the program. The maximum award is \$2,500, with a required 1:1 property/business owner match. For example, if the applicant requests \$1,000 in rebate costs, the property/business owner is required to match the request with \$1,000 for a total project investment of \$2,000. Qualified awarded projects will be paid directly after completed work has been inspected for consistency with the grant application. To qualify for payment, all work must be in conformance with approved plans.

Continual investments into the physical structures that comprise downtown Fresno, through

If you have any questions, please contact Daniel Griffith - [daniel@downtownfresno.org](mailto:daniel@downtownfresno.org)

# Downtown Fresno Storefront Facelift Program Rules & Regulations

## Purpose

The purpose of the Downtown Fresno Storefront Facelift Program is to revitalize, support, and promote the revitalization of Downtown Fresno. Working toward this goal, the program assists the targeted area (the Downtown Fresno PBID) in becoming an attractive, economically viable, and diverse place to shop, dine, work and live. The Program helps fund the rehabilitation/renovation of (primarily) traditional storefront building exteriors.

## Eligibility

Eligible *projects* must be located in the locally designated Downtown Fresno PBID Map (Map, Pg. 8). Potentially eligible *participants* include commercial property owners or business owners; business owners must hold leases longer than month-to-month. Government entities and nonprofits of all types are excluded. If the property is leased, the property owner must consent to the proposed project. This consent may be provided in the form of a legally sufficient support letter or the property owner may co-sign the grant application. Eligible *building types* include traditional commercial buildings (originally built with storefronts and display windows) and/or commercially zoned retail structures or commercially zoned service buildings.

## Eligibility Factors

**Assessments:** all property-based improvement district assessments to be current at time of the application

**Responsibilities:** participants fully responsible for all aspects of the project, any relationships with contractors and suppliers, and securing all necessary municipal approvals. In order to successfully receive the grant, applicants must conform with the following timeline.

## Program Timeline

**April 25<sup>th</sup>:** Program announced and applications open

**June 28<sup>th</sup>:** Applications closed

**August 2<sup>nd</sup>:** Winners announced

**October 4<sup>th</sup>:** Winners must show evidence of progress towards improved storefront

**January 10<sup>th</sup>:** Invoice for costs of improvements must be provided to Downtown Fresno Foundation, or grant will be rescinded

## Qualifying Projects

The Program requires exterior rehabilitations/renovations to be comprehensive in scope and positively contribute to the appearance and vitality of Downtown Fresno. Projects must result in improvements which:

- Are appropriate for the building and contribute to the success of its current business;
- Meet the property owners'/business owners' interest and level of investment commitment;
- Meet all local government rules, regulations, and laws;
- Consider unique qualities of the individual building within the context of the Downtown Fresno District
- Require only the gentlest methods available for exterior surface cleaning (e.g. no sandblasting, chemical treatment or other invasive method)

## Eligible Work

Eligible improvements are limited to rehabilitation/renovation costs for work done to the building exterior most commonly seen by the general public (the front elevation of the building). However, as funds permit, the use of funding may be applied to additional public elevations (e.g. a corner building which fronts two public streets). Typically, eligible costs include:

- Storefront display windows
- Upper-floor windows
- Doors
- Exterior painting or cleaning treatments. Colors must be approved by Review Team
- Above-ground masonry repairs
- Lighting
- Removal of artificial façade
- Awnings/Canopies. Colors must be approved by Review Team
- Masonry cleaning or repair (only by the most gentle means possible; no sandblasting)
- Replacement of non-historic storefronts
- Replacement/uncovering of architectural features
- Structural stabilization – replacement of non-historic storefronts
- Removal of noncompliant and old signage
- Design and installation of new signage. Please note: Program funds toward design and installation of new signage are only eligible in the case that the individual business has been in operation in that location for more than 3 years. However, design and installation of new signage for individual businesses that have been in operation in that location for fewer than 3 years may still be included as part of the Application; the funding will need to come from the 1:1 required match from business/property owners.

Ineligible costs include:

- Interior construction

- HVAC or mechanical systems
- Parking lot paving and drainage
- Below-grade foundations
- Roofs
- Sidewalk repair and decorative fencing
- Window/door treatments
- Security systems
- Landscaping and irrigation systems
- Gutters and downspouts
- Design and installation of new signage *only*. The Review Team will not consider projects that only include signage in their application. There must be components in addition to signage

### **Application Process**

The application period opens on Friday, April 7, 2017 and closes at 5 pm on Friday, May 5, 2017. Award decisions will be made no later than Monday, May 15. Fully completed and signed applications with required attachments (see Application below) are to be submitted to the attention of Downtown Fresno Foundation in-person at 845 Fulton St. or electronically by email to [daniel@downtownfresno.org](mailto:daniel@downtownfresno.org).

### **Application Review**

Only complete application packages will be reviewed. A complete application package includes the application form and all materials as required by the application instructions (see Application below). Incomplete application packages will not be reviewed.

### **Application Check-List**

- Fully complete and signed application
- Property owner consent letter or signature (if leased)
- Photographs
- Complete and itemized project description
- Budget estimates and quotes

The Review Team will: (1) review application package for completeness, (2) determine eligibility, (3) provide a priority recommendation based on standards for review, and (4) award projects.

### **Standards for Review**

- Extent to which the project advances the goals of improving building appearance
- Extent to which the project is compatible with characteristics of the downtown area
- Extent of the project's impact upon the downtown Fresno streetscape and pedestrian atmosphere
- Historic/architectural significance of the building

- Original condition of the building and the need for the changes of the proposed project
- Extent to which the original building is preserved
- Removal of historically inappropriate alterations
- Prominence of the building (including but not limited to the number of public elevations)
- Quality of the work proposed
- Level of private investment over and above the grant funding by the applicant
- Range of projects completed and proposed as part of the Downtown Fresno Storefront Facelift Program
- All other factors deemed by the Review Team to be applicable

Each applicant shall generally receive a letter/email indicating the award decision. In the instance of a decision to deny an application, the letter/email may indicate the Review Team's reasoning for doing so. The Review Team reserves the right to reject or request modifications in any or all application packages, in whole or in part, or to negotiate changes in the proposed project.

#### Grant Awards

The maximum award is \$2,500 with a required 1:1 property/business owner match. For example, if the applicant requests \$1,000 in rebate costs, the property/business owner is required to match the request with \$1,000 for a total project investment of \$2,000. Qualified awarded projects will be paid directly after completed work has been inspected for consistency with the grant application.

**PLEASE NOTE:** No work may be started by or on behalf of the applicant prior to the decision to make a grant award; such beginning disqualifies an applicant for award consideration.

The Review Team reserves the right to distribute or not distribute funds as it deems best to achieve its purposes. For example, the Review Team has the right to distribute funds in amounts as it deems appropriate to encourage the projects it deems most beneficial. Many factors are considered, such as, the budget, number of applicants, financial considerations, applicant investment over and above the grant, mixture of proposed projects, and the extent to which projects fulfill the goals and standards for qualified projects, set forth above.

For questions or more information, please contact Daniel Griffith, [daniel@downtownfresno.org](mailto:daniel@downtownfresno.org).

#### Payments

For this Program, the Review Team uses the funds to pay the approved contractor or sub-contractor directly upon:

- Satisfactory completion of project (i.e. all work must be in conformance with approved plans)
- Receipt of completed project documentation (reimbursement request with all materials as required by the reimbursement request) and site visit to confirm completion
- Compliance with all applicable local government rules, laws, ordinances and regulations
- Applicant's commitment to maintain project improvements

**Downtown Fresno Facelift Program Application**  
Deadline: Friday, May 5, 2017 – 5 pm

**Applicant Information**

---

*Applicant's Full Name /Business Name*

---

*Mailing Address*

---

*Phone Number*

---

*Email Address*

**Building/Property Information**

---

*Name of Building/Property*

---

*Building/Property Street Address*

*Type of Building/Property (check one):*

Traditional (with display windows)  Non-Traditional (without display windows)

*Current or Proposed First Floor use(s) (check all that apply):*

Retail/Restaurant  Commercial Service  Other (Explain):

*Is the Building/Property (check one):*

Owner-Occupied  Leased from Owner

*If Leased from Owner, please complete information below:*

Lease is Longer than Month-to-Month  Yes  No

Property Owner Full Name \_\_\_\_\_

Property Owner Signature \_\_\_\_\_ (or [] Consent Letter Attached)

**Façade View/Front Elevation**

[] Attach 5-10 photographs (at least 3' x 5', color), with at least 1 full façade view

Project Scope

Project Title (e.g. Gigi's Clothing Shop - Facade Painting)

Proposed Project Start Date (note: project is not eligible for funding if work has begun)

Proposed Project Anticipated Completion Date

Details of Proposed Work with Projected Costs (Attach additional pages as needed):

Item 1	_____	Cost	_____
Item 2	_____	Cost	_____
Item 3	_____	Cost	_____
Item 4	_____	Cost	_____
Item 5	_____	Cost	_____
Item 6	_____	Cost	_____

Project Budget and Quote

Total Project Cost: \$ \_\_\_\_\_  
Amount Requested (up to \$2,500): \$ \_\_\_\_\_  
Applicant/Property Owner Investment (1:1 Required Match): \$ \_\_\_\_\_

[ ] Quote Attached

**PLEASE NOTE:** Quotes must be an itemized estimate. Applicants must have two (2) quotes for work items more than \$100 and less than \$2,500.

Authorization

I, \_\_\_\_\_, do hereby make application to Downtown Fresno Foundation for a Downtown Fresno Storefront Facelift Program rebate for \_\_\_\_\_.

I verify that the information in this application and its attachments is valid and correct. I verify that I have reviewed and understand the rules and regulation set forth in the Downtown Fresno Storefront Facelift Program and agree to be bound by same. I understand that receipt by Downtown Fresno Foundation of my application does not obligate Downtown Fresno Foundation in any way, indicate any funds are available, or that my application will be approved. I understand that furnishing false or misleading information can lead to denial of my application and/or bar me from receipt of any funds.

Signature/Applicant Date \_\_\_\_\_

Owner Signature (or [ ] Consent Letter Attached)/Date \_\_\_\_\_

# Downtown Fresno Storefront Facelift Program PBID Map

