

APPLICANT INFORMATION

APPLICATION CALLAWAY CRA COMMERCIAL FAÇADE IMPROVEMENT GRANT PROGRAM

Callaway CRA 6601 E. Hwy. 22 Callaway, FL 32404

Tyndall Parkway/Highway 22 Corridors

Prior to completing and submitting this application, please contact the Planning Department to review your proposed project, application and process at (850) 871-1033.

FOR OFFICE USE ONLY

Name					Application Do	ate		
Phone					Application File	e #		
Email					Staff Recomme	endation $\square App$	roved Denied Date	
Referre	ed by				Board Recomm Grant Amount		roved Denied Date	
PROPER	TY OWNER INFO	RMA1	ION					
Name							Years Owned	
Address						Phone		
City						State	Zip	
Owner's	S Signature							
BUSINES	S AND / OR PRO	JECT	INFORMATION					
Name o	f Business				Business Own	er's Name		
Address						Phone		
City						State	Zip	
Type of	Business			Tax ID #				
PROPO	SED IMPROVEME	ENTS						
	□ Façade		Windows/Doors	☐ Awnir	ngs/Canopies	□ Signage	☐ Landscaping/Fencing	
PROJEC	CT BIDS Please a	ttach	actual bids. If three	e (3) bids aı	re unavailable,	please explain	below.	
Bid #1	Company Nam	ne			Total Cost \$			
Bid #2	Company Nam	ne			Total Cost \$			
Bid #3	3 Company Name					Total Cost \$		
Reduce	ed Bid Explanati	on						
GENERA	AL PROGRAM G	UIDEL	INES					

The Façade Improvement Matching Grant is a \$5,000 dollar-for-dollar matching grant that can be used toward any exterior architectural improvements to the street-side façade. For properties with two street-front facades or a second,

prominently visible façade, the second façade may be eligible for a \$2,500 matching grant.

PROPOSED IMPROVEMENTS

Please provide a brief, general description of the work to be performed, materials to be used, color and material samples (if applicable).

Windows/Do	pors
Awnings/Ca	inopies
Walls/Fencir	ng/Landscaping
Painting (Ap	proximate Sq. Ft. area) Colors must be chosen from the approved color palette)
Signage	
Other (Lighti	ing, Parking Area Improvements, etc.)
Attachments	s: The following attachments are required: Proposed project schedule. Photographs of the existing building and proposed project area. Drawing(s) illustrating proposed work or pictures with project description and details. (Structural
	alterations will require drawings signed and sealed by a professional architect per Section
	15.655(6)(3) Callaway Land Development Regulations.) Materials and colors list with descriptions, including an outline of the construction procedures. Staff may request samples of materials and/or colors to be used. Three (3) bids/estimates.
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General Program Information

Eligible Improvements

Intent

It is the intent of the Callaway Community Redevelopment Area (CCRA), under the Community Redevelopment Plan and Chapter 163, Part III, Florida Statute, to provide financial assistance to qualified owners of commercial properties located within the indicated boundaries of the CRA for eligible building or site improvements that contribute to the physical, economic, social and aesthetic enhancement of the CCRA area.

Through the Façade Improvement Grant Program, the CCRA seeks to help businesses improve the attractiveness of properties, and thereby work to achieve the agency's goal of eliminating conditions that have a negative impact on economic growth.

Eligibility

The Façade Improvement Program Matching Grant funds are available to qualifying commercial property and business owners within the indicated CRA Area (see attached map). Grants are intended for rehabilitation and restoration only, not new construction.

For fiscal years 2011 and 2012, the CRA Façade Improvement Program will give preference to North Tyndall Parkway in Priority Area 1, with a proposed boundary that generally extends from East Seventh Street to Cherry Street, one platted parcel deep to the east and west.

Program Summary

The Façade Improvement Matching Grant is a \$5,000 dollar-for-dollar matching grant that can be used toward any exterior architectural improvements to the street-side façade. For properties with two street-front facades or a secondary, prominently visible facade, the second façade may be eligible for a \$2,500 matching grant.

Façades

- Façade improvements, such as storefronts, display windows, painting (in conjunction with other improvements), exterior architectural or security lighting
- Removal of elements that cover original architectural design and details.
- Overall replacement of architectural elements that have structural deficiencies.
- Exterior painting (exterior paint colors must be approved by CRA staff or be from a pre-approved colors palette, if available).
- New stucco and stucco bands.
- Demolition required for the approval of the façade improvements.
- Roof improvements that are visible and contribute to the architectural aesthetics of the building. (Not a complete roof repair or replacement.)
- Improvements that enhance access, such as handicapped ramps and sidewalks.
- Improvements to parking facilities.

Windows/Doors

Addition and/or replacement of doors/windows.

Awnings/Canopies

 Removal of old and the design, production and installation of new awnings and canopies.

Signage

- Building or street-edge Signage.
- Electrical work directly related to the exterior of the building or the installation of approved signage.

Fencing/Landscaping

- Landscaping and irrigation.
- Includes work to replace or add appropriate compatible fencing or landscaping to hide incompatible or negative site elements, such as storage yards, dumpsters and outdoors fabrication or work areas.

Program Requirements and Regulations For Eligibility

Applications will be considered only if they meet all of the following eligibility criteria:

- The CRA Board's approval must be secured prior to commencement of work.
- The project must be located within the CRA's boundaries and must facilitate the redevelopment activities as identified in the adopted CRA Plan. (Map attached.)
- Property must be current in water/sewer/garbage and tax bills and without city liens, active building permits or outstanding bills at time of application, approval and completion, as a condition of final payment by the CRA.
- Applicants shall not have any present city code violations or active building permits.
- Applicant must obtain and submit three (3) bids from appropriately licensed bidders for the work to be completed under this program.
- All designs, materials and colors, as well as plant material, shall be subject to City of Callaway guidelines and rules in effect at the time of application.
- Labor expenses are eligible only when performed by a licensed contractor in good standing in Bay County. All quotes/bills/invoices must reflect the contractor's license number. Applicants are encouraged and will be given preference in utilizing local vendors.

- The CRA Board and Building Department must approve project(s). Project(s) may be subject to City Commission approval.
- Applicants must ensure that all required permits and approvals are obtained (building, zoning, architectural and all other applicable) for all improvements as a part of the Façade Improvement Program.
- The applicable city department, such as Planning, Building, Engineering, or any other government entity that has jurisdiction over the project, must approve any changes or alterations to the approved project.
- Applicants must receive a building permit within six (6) months from the date of the CRA Board funding approval or the funding will expire.
- Projects must be completed within six (6) months of award or building permit issuance if applicable, unless a written extension is requested of and granted by the CRA Board.
- New and existing businesses must have the appropriate and active local business tax receipt(s) and be in compliance with city codes at completion of the project.

Failure to complete the façade improvements in a timely manner shall result in the property owner losing the grant reimbursement opportunity. The CRA Board may consider time extensions in extraordinary circumstances ONLY.

Application Process

Required Application Documents

Applicants must complete all required application forms and submit the completed application package to the CRA in order to be considered for assistance.

Within five (5) business days of application submittal, CRA staff will review the application for completeness. A post-application submittal conference may be held with the applicant to discuss any issues with the applicant. At this time, additional information may be requested.

Within ten (10) business days of receiving and verifying the completeness of the application, the CRA Director or staff will review the application and prepare a recommendation for the CRA Board to be presented at the next regularly scheduled meeting. The applicant will be sent a copy of the CRA staff recommendation.

The CRA Board will determine the applicant's funding request approval or denial by majority vote. The applicant will be notified in writing of the CRA Board's decision within five (5) business days of the Board's decision.

In making the determination, the committee will consider the following factors and may give priority to projects that meet the following criteria:

Will the project positively contribute to the city's assisted redevelopment effort?

Will the project eliminate or reduce a blighting influence?

Will the project substantially leverage more investments than the required matching amount of the grant?

Will the grant result in an improvement that would not be made otherwise?

Does the project comply with the CRA Redevelopment Plan and Central Corridors Urban Design Overlay District?

Application packages must include enough documentation to illustrate the visual impact of the project and its costs. Failure to provide required information will delay the review process. The items submitted should include the following documents:

Completed application form, including owner's

- signature authorizing the proposed improvements.
- ☐ Color photographs of existing conditions.
- ☐ Project Schedule.
- Drawings / illustrations of proposed work or pictures with a detailed project description. <u>Structural alterations will require drawings signed and sealed by a professional architect per Section 15.655(6)(3) Callaway Land Development Regulations.</u>
- Materials and colors list with descriptions, including an outline of the construction procedures. Staff may request samples of materials and/or colors to be used.
- ☐ Three (3) competitive cost estimates from licensed and bonded contractors. These proposals should give detailed information about the work to be done, materials to be used, costs and the project completion schedule. In certain cases, less than three (3) bids will be considered acceptable, however, it will be considered on a project-by-project basis at staff's discretion.

Contractors and/or materials cannot be changed without prior written staff approval. At staff's discretion, a change in contractors or materials may require a new CRA Board Approval.

☐ Executed "Release and Hold Harmless Agreement."

Award Reimbursement

Ineligible Improvements

The Applicant shall incur all initial project costs and may receive reimbursement only after all improvements have been completed in accordance with the grant award.

The CRA Director or staff will disburse grant funds upon the receipt of a finding of project completion. The finding of project completion will be granted when the following package is received:

- Written notification from the owner that the project is complete.
- Copies of all required permits and occupancy certificates.
- Copies of paid invoices and evidence of payment (cancelled checks, credit card receipts).
- 4. Photographs of completed project.

Reimbursement can be expected in approximately **three** (3) to six (6) weeks after all required materials have been received.

- Professional design and engineering services related to structural renovation, new construction and signage.
- Storm water enhancements.
- Decorative fencing or privacy fencing in the primary, street-side façade,
- Vinyl soffit and fascia, as part of more extensive project improvements.
- Physical or visual removal of architecturally important features.
- Installation of aluminum or vinyl siding.
- Any service performed by a non-licensed contractor.
- Improvements made prior to execution of final agreement with the CRA.
- Routine maintenance activities that are part of normal property ownership.
- An improvement to a property that has any judgment liens, not current on all mortgage and tax obligations or has any code violations.
- Statues and fountains.
- Improvements to properties that are exclusively residential.
- Improvements to properties that have nonconforming uses.
- Interior renovations.
- New construction.
- Permitting fees.
- Repairs or improvements used to correct code violations or to bring structures up to code.

PROGRAM DESIGN GUIDELINES

The Program Guidelines outline the standard, which must be followed when renovating buildings using a façade grant.

I. Façade

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principal entrance. Any elevation not containing the main entrance but fronting on a public street exposed to public view will be considered a secondary elevation. Secondary elevations may also be eligible for façade grants.

II Storefronts

It is the intent of these guidelines that most buildings should have storefront-type glazing facing the street. When alterations are made to the first floor levels of buildings that presently have more opaque wall treatments, the façade grant program will usually require that storefront type glazing be installed that could accommodate retail uses in the future.

If an existing storefront is to be replaced, the new storefront should include large, undivided areas of clear glass display windows. The new storefront should fill the full height of the original masonry opening. Display windows should be of clear glass in pieces as large as is practical. The display windows should not be divided into small panes of glass; unless historic documentation exists that indicates this is the original design. *Tinted or reflective glazing in not permitted.*

For historic buildings, all structural and decorative elements should be repaired or replaced to match or be compatible with the original materials and design of the building to the greatest extent possible.

II. Masonry

Unpainted brick, stone or terra cotta should not be painted or covered. Previously painted masonry may be painted. If it is necessary to remove paint or clean unpainted masonry, use the gentlest methods possible. Defective mortar should be repaired and repainted to duplicate the original in color, style, texture and strength. Repair or replace deteriorated masonry with new masonry that duplicates the old material as closely as possible.

III. Awnings / Canopies

If storefront awnings are to be used, they should be simple in design. Internally illuminated, half round hoop and truncated wedge shaped awning will generally not be approved. Awnings should be made of canvas or neoprene impregnated, fire retardant fabric instead of shiny vinyl. Awnings with soffit panels should not be used to allow the structure on the underside of the awning to be exposed. Custom awnings may be approved if sensitively designed to enhance a new storefront design.

Entrance canopies extending out to the curb may be permitted if they are traditional in design, fabric covered and sized to complement the proportions of the storefront. Fixed, metal or asphalt shingle canopies should not be used.

PROGRAM DESIGN GUIDELINES

IV. Trim and Ornamentation

Retain and repair or replace architectural trim ornamentation, including window caps, carved stone work, ornamental plaques, storefront cornices and eaves cornices. Replacement should match the design, dimensions and material of the original trim and ornamentation. The drawing below demonstrates a variety of examples of trim and ornamentation before and after improvements, some of which may not be applicable along the corridor but demonstrates the CRA's expectations of grant funded improvements. Additional examples that are more specific and relevant to the area are currently being designed.

Storefront Before and After



- 1. UPPER CORNICE
- 2. BRACKET
- 3. CORBELLED BRICK DECORATION
- 4. WINDOW HOOD MOLDING
- 5. DOUBLE HUNG WINDOW UNIT'
- 6. STOREFRONT CORNICE
- 7. SIGN ZONE
- 8. TRANSOM WINDOW
- 9. DISPLAY WINDOW
- 10. MASONRY PIER
- DOUBLE LEAF ENTRY DOOR
- 12. DOOR TO UPPER FLOOR
- 13. BULKHEAD
- 14. ENTRY RECESS



AFTER

PROGRAM DESIGN GUIDELINES

Design Guidelines for Signage

New signage should be appropriate for the "typical" characteristics and architecture styles along Callaway's commercial corridor(s). There are many types of signs considered appropriate for use within the previously described commercial corridor.

Sign Boards/Wall signs

A flat narrow band signboard with raised lettering or raised lettering mounted directly to the building façade above the storefront is considered the most appropriate sign type for the corridor.

The basic allowance for wall signs shall be limited to one (1) square foot of sign area for each linear foot of building or tenant frontage or shall not be greater than eighty (80) percent of the length of the tenant space or the length of the building frontage for single tenant buildings, whichever is less. For buildings with setbacks of at least two hundred (200) feet from public right-of-ways, wall sign basic allowance may be increased from one (1) to two (2) square feet per linear foot or no greater than eighty (80) percent whichever is less.

Awning Signs

Awning signs that has lettering on the edge flap or skirting of the awning that remains visible when the awning is either retracted or opened. Lettering on the main part of the awning is generally not permitted.

Freestanding Signs

Freestanding signs are permanently affixed in or upon the ground, supported by one or more structural members, with air space between the ground and the sign face.

The area of freestanding signs shall be a maximum of one hundred (100) square feet and a maximum height of twenty (20) feet. However, signs with a maximum height of 15 feet are strongly encouraged when possible.

Projecting / Hanging Signs

Projecting / Hanging signs are signs that project from the building wall and are supported by metal brackets. These signs can come in all shapes and sizes and are sometimes made in the likeness of objects and symbols associated with an actual type of business.

Projecting signs shall have a maximum area of eight (8) to twelve (12) square feet. The bottom of the sign shall be a minimum of eight (8) feet above the sidewalk. The sign shall not project more than four (4) feet from the wall of the building on which the sign is placed. Adjacent projecting signs shall not be closer than fifteen (15) to twenty (20) feet.

Ranges in the above-indicated allowances permit for consideration of the size and scale of the building and adjacent pedestrian area. Final determination and approval will be done on a project-by-project basis at the discretion of staff.

Display Window Lettering

Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doorways. These signs should consist of lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel and should not obscure the display area.

Neon Signs

Neon business name signs first became popular in the late 1920s and '30s. Exterior mounted neon signs are most appropriate for post-1920 buildings while interior storefront mounted neon signs can be successfully adapted for use on all types of commercial structures, but final approval of such signage will be done on a project-by-project basis at the discretion of staff. Typical store-bought neon signs indicating such messages as "Open, Closed, Store Hours" are not permitted.

Transom Signs

A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. This can be illuminated at night with backlighting or illuminated from the lower interior part of the store lights.

Temporary or Portable Signs

Temporary or Portable signs are signs designed to be easily relocated and not meant to be permanently affixed to buildings, poles or the ground, including banners, sandwich board or "A" framed signs. When appropriate, temporary or portable signs are permitted as a secondary form of signage during normal business hours.

The following signs are not permitted:

- Reuse of abandoned signs
- Flashing, blinking, scrolling or intermittent lighted signs
- Roof signs
- Rotating signs
- Sidewalk signs
- Internally lit projecting / hanging signs
- Pavement markings
- Inflatable signs, unless allowed as part of a special event permit
- Signs of any kind that obstruct views of other signs, property or sight into public right-of-ways
- Signs placed in public right-of-way
- Signs that obstructs or creates public safety hazards

PROGRAM DESIGN GUIDELINES

Security Gates and Bars

The installation of exterior, permanent or retractable security gates or bars is prohibited. They create an impression that the area is unsafe and ultimately hurt business. Less obstructive retractable interior security gates, security devices, alarm systems or unbreakable glazing material are preferred alternative security measures. Please note, the listed items are not considered eligible façade cost.

Exterior Lighting

Spot or flood lighting to highlight the architectural detailing of a building should be inconspicuous and blend with the wall on which it is mounted. No lights should move, flash or make noise.

Other Exterior Elements

Existing exterior fire escapes, ladders, standpipes, vents, etc. should be painted to blend with the wall on which it is mounted.

Landscaping & Fencing

In some projects, landscaping and fencing will be considered.

Fencing

Simply installing fencing around a parking lot or a portion of the parking lot will generally not qualify for a façade grant. If fencing is part of a larger renovation project, it will be considered only if the fence has extraordinary architectural character, such as a wrought iron fence with masonry piers, the use of common fences, such as stockade or bound-on board, are being used to enclose a blighted area of the property, such as storage, fabrication area, etc. Planter or retaining walls should be built of materials of the adjacent buildings. Generally, brick or other suitable masonry units would be considered while certain types of interlocking concrete block, landscaping timers, sidewalks and curbs may not be eligible and approval will be on a project-by-project basis at the discretion of staff.

Landscaping

Landscaping should be used to strengthen the appeal of the business and the character of the corridor. When choosing the landscaping, pick native plants and trees that create shaded areas and reduce wind, pollution and noise. Be thoughtful to not choose plants that have low canopies that will cover storefront signage. Consider using sturdy and stable flower boxes and plant containers that are easy to maintain at business entrances.