



Program

The purpose of the Downtown Fresno Storefront Renovation Program is to revitalize, support, and promote the City of Fresno's urban core in response to increased vandalism and damage to buildings during the COVID-19 pandemic. 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.

Application Process

The application period opens on Monday April 5th, 2021 and closes at 11:59pm on Friday April 23rd, 2021. Please see page 4-5 of this document for application details. Fully completed and signed applications with required attachments are to be submitted electronically by email to daniel@downtownfresno.org.

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 projects 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

Applicant Eligibility

Eligible projects must be located in the locally designated Downtown Fresno PBID Map (see pg. 6). 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.

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 Renovation 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.

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 work has begun on the project.

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.

Application Check-List

- Fully complete and signed application (pg. 4-5)
- Property owner consent letter or signature (if leased)
- Photographs of exterior of building to be renovated
- Budget estimates and quotes

For questions or more information, please contact Daniel Griffith, daniel@downtownfresno.org.

Downtown Fresno Storefront Renovation Program Application

Deadline: Friday, April 23, 2021

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 2-5 photographs 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

Authorization

I, _____, do hereby make application to Downtown Fresno Foundation for a Downtown Fresno Storefront Renovation 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 Renovation 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
Attached)/Date

Owner Signature (or Consent Letter

Downtown Fresno Storefront Renovation Program PBID Map

