



## Richmond's Arts & Cultural District Façade Improvement Program

A Placemaking Initiative of the Department of Planning & Development Review

# Notice of Funding Opportunity (NOFO)

Dear Art and Culture District Business Owner/Tenant:

The City of Richmond, Virginia is pleased to announce the application for the 2022 Façade Improvement Program (FIP) grant.

**Application Opening Date:** August 30, 2022

**Application Deadline:** Applications will be reviewed on rolling basis until funds are exhausted.

**Total program budget:** \$100,000

**Award Announcements:**

Award announcements will be communicated via e-mail, phone or regular mail. In the event the City receives multiple applications that constitute more than the total program budget, the City reserves the right to select projects based on the evaluation criteria.

**Project Completion Deadline:**

Refer to Award Announcement Letter (if you received one) for the deadline by which the project must start and be completed.

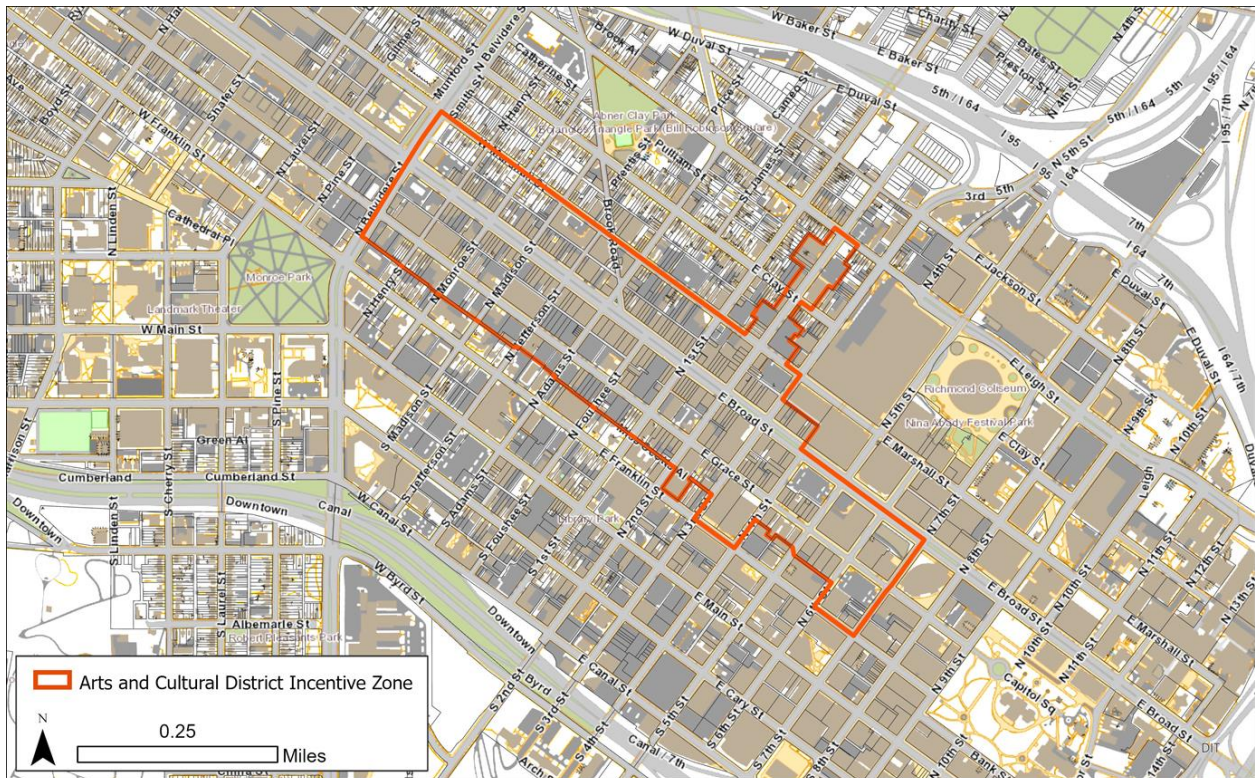
Contact [Facades@rva.gov](mailto:Facades@rva.gov) with any questions



## Background

The Façade Improvement Program (FIP) provides grants to property owners and tenants located within the Arts & Cultural District for the purpose of improving their building façades. The Department of Planning & Development Review (PDR) and the Economic Development Authority (EDA) of the City of Richmond have managed and administered this program since 2013. To date, the City's Façade Improvement Program has supported 35 grants to owners and tenants to improve their building façades.

*Figure 1. This map shows the boundary of the Arts and Cultural District. All projects must be within this boundary to be eligible for the façade improvement grant.*



## Project Intent and Project Goals

- Restore, beautify, & enhance façades of commercial or mixed-use buildings within the Arts & Cultural District
- Fund projects that significantly improve the visual appearance of the entire facade from the street
- Improve the aesthetic of commercial corridors which face challenges associated with vacant and underutilized properties

## Project Eligibility Requirements

- Projects must renovate/rehabilitate complete building façade; minor repairs or maintenance will not be considered



- Projects must promote retail activity, create an attractive environment, encourage high-quality architectural designs, use high-quality materials, and enhance neighborhood character
- The project must be located on Broad Street within the Arts & Cultural District
- All work must be performed by a licensed contractor with a valid City of Richmond business license

### **Applicant Eligibility Requirements**

- Applicants must agree to pay 100% of the total cost associated with the Façade Improvements prior to receiving the grant funds. Applicant must pay all costs over and above the maximum grant amount
- Governmental entities, public, and quasi-public authorities are **ineligible** for funding
- Applicants may only commence construction after receiving a notice to proceed email/letter from the City
- Participants in the Program shall not be eligible for an Exterior Rebate under the Authority’s CARE or ExtraCARE program. A participant in the Program may, however, be eligible for the CARE or ExtraCARE Program’s Security or Interior Rebates
- All applicants awarded grant funding must pay a \$150 fee for grant processing and management

### **Eligible Costs**

- Restoration of historic façades
- Removal of existing façade materials, replace with more appropriate, attractive designs and materials
- Architectural lighting of building façade
- Updates which substantially enhance the buildings appearance
- Design and permit fees are eligible for reimbursement

### **Eligible Activity As part of Larger Project**

The following may be funded as part of a comprehensive improvement effort:

- ✓ windows
- ✓ doors
- ✓ exterior cleaning
- ✓ tuck pointing
- ✓ painting
- ✓ shutters
- ✓ gutters
- ✓ awnings

### **Ineligible Costs**

- New construction
- Repair or replacement of existing roof
- Work to an alley façade
- Work that principally involves minor repairs or maintenance



- Billboards
- Landscaping
- Paving

### Program Requirements

- Begin work within 30 days of approval
- Complete work within 120 days of starting
- Extensions may be granted if requested and approved in writing
- Applicants shall comply with all applicable laws, rules and regulations
- The applicants shall secure all required permits before beginning work

### Program Outline

- Façade Improvement matching grants provided up to 50% of the total project cost
  - **\$10,000** per street façade
  - **\$20,000** for a building with two façades
  - The owner/tenant must use private, non-City funds to match the City's Grant
  - Maximum Amount: **\$40,000**
- Special exceptions
  - Multiple storefront addresses in one building @ \$10,000/storefront
  - Buildings with 3 or 4 stories are eligible for additional funds, depending upon the location
- Applicants must pay for work and submit receipts/lien waivers to City
- Paperwork and final site visit are required before issued reimbursement

### Processing

- (1) Submit complete application
- (2) Staff conducts a site visit;
- (3) Award communicated by staff;
- (4) Pull permits and order materials;
- (5) Begin construction;
- (6) Complete project;
- (7) Submitted reimbursement request with contractor invoices and proof of payment;
- (8) Grant Reimbursement Completed.

### How to Apply for this NOFO

Submit application package to [Facades@rva.gov](mailto:Facades@rva.gov)

**Tenants** must include a copy of the lease and **written approval from owner**. The application package must include:

- 1) A COMPLETED APPLICATION FORM
- 2) TENANT APPLICANTS:
  - a. Copy of your lease or land contract
  - b. Letter providing the property owner's written authorization of your proposal



OR:

OWNER APPLICANTS:

- a. Copy of property deed
- 3) PHOTOGRAPHS of existing façade conditions
- 4) DESCRIPTION OF PROPOSED WORK and exterior rehabilitation, including a general construction schedule
- 5) DESIGN DRAWINGS, product samples, and further rehabilitation details as needed
- 6) Send a PDF of the entire application packet to: [Facades@rva.gov](mailto:Facades@rva.gov)

**Evaluation Criteria:**

Prioritization is given to façade improvements based on the following criteria:

- **Creates a High-Quality Sense of Place**
  - 1) Façade improvements with high quality design and/or value based on recognized professional standards or best practices
- **Promote History & Ensure Safety**
  - 2) Projects that align with design standards established for a neighborhood, when applicable, which may include historic preservation
  - 3) Projects in underappreciated commercial blocks on East Broad Street
  - 4) Projects that incorporate design elements to prevent crime such as but not limited to nighttime lighting, windows looking onto streets and parking lots, etc.
- **Expand Equity & Grow a Diverse Economy**
  - 5) Projects that support small business retention or expansion on Broad Street in the Arts and Cultural District
  - 6) Projects that offer the potential for job creation
  - 7) *Projects that have a clear construction timeline and can be completed within a year*

**Application and Additional Information:**

Visit [www.rva.gov/planning-development-review/facade-improvement-program](http://www.rva.gov/planning-development-review/facade-improvement-program)

OR:

Contact Aaron Bond at (804).646.6307 or [Facades@rva.gov](mailto:Facades@rva.gov)

*Please refer to the next page for information on other City of Richmond Incentive Programs.*

Thank you,

**Department of Planning & Development Review**

**900 East Broad Street, Room 511**

**Richmond, VA 23219**



## Additional City of Richmond Incentive Programs:

- **Enterprise Zone Program**
  - If your business is located in an enterprise zone, you could be eligible for the following rebates: Brownfields, Employment Assistance, Loan Fee, Business Relocation, Machinery & Equipment or Development Fee.
  
- **Commercial Area Revitalization Effort (CARE) Program**
  - If your business is located in a CARE area, you could be eligible for rebates that improve the interior of the building.
  - Recipients of Façade improvement Program grants are ineligible for any exterior improvement rebates under the CARE program.

For additional information visit <https://www.rva.gov/economic-development/incentive-programs>

OR:

Contact George Bolos at (804).929.8165 or [George.bolos@rva.gov](mailto:George.bolos@rva.gov)

