

FAÇADE IMPROVEMENT PROGRAM: OVERVIEW AND GUIDELINES

PROGRAM OVERVIEW AND PURPOSE

The purpose of the Façade Improvement Program (“Program”) is to improve the appearance of the Façade, the street-facing exteriors of commercial and residential structures within the Heritage District area. The Program’s mission is to stimulate revitalization and private sector capital investment by proactively addressing deteriorating property conditions and encouraging improvements which increase economic vitality.

The Program will be managed by the City of Maricopa’s Economic Development Department staff. On an annual basis, staff’s responsibilities include:

- Revision and publishing of the Façade Improvement Program Application. Revisions shall include updates of deadlines for submission as well as other pertinent program details and dates.
- Managing the activities of a Review Committee tasked with reviewing and approving project applications (pending applicant obtaining appropriate permits), preparing proposed total dollar amount to be allotted to each Façade Improvement project, and preparing the total budget for the annual program.

Applications for the Program will be available for download on the City website and for pickup at City Hall. Each person wishing to submit an application will be required to attend a Pre-Application Information Session held at the Heritage District Citizen Advisory Committee’s regularly scheduled monthly meeting. They will then be permitted to submit an application for review at the following month’s meeting.

ELIGIBILITY CRITERIA

Eligible participants of the Program include property owners within the Heritage District and tenants of commercial and residential buildings. A tenant who is leasing commercial or residential space must have written approval from the property owner to participate in the Program.

Eligible participants of the Program must contribute to the visual enhancement of the property as viewed from the public right of way. Improvements should incorporate elements from the Heritage District Design Guidelines, be comprehensive and may incorporate several of the acceptable components of the existing façade.

Eligible Improvements

1. Exterior painting, cleaning, façade repair
2. Plants and landscaping

3. Exterior Signs
4. Awnings and canopies
5. Doors and windows
6. Façade and display window lighting
7. Fascia, tile, trim, metal work and other decorative elements
8. Demolition of obsolete structures
9. Addition of a patio or outdoor space

Ineligible Improvements

1. New building construction
2. Improvements to buildings constructed within the last 5 years
3. Equipment
4. Roof repairs (other than those portions that directly attach to a new or renovated façade)
5. Billboards
6. Security systems
7. Non-permanent fixtures
8. Installation of razor wire and metal bars
9. Personal property
10. Interior window coverings
11. Any interior work
12. Parking lot paving and striping
13. Any improvements not visible from the public right-of-way
14. Any items that are not allowed by the City of Maricopa building code

NOTE: final decisions of financial contributions, amount of grant and eligible projects will be made by the Review Committee.

FAÇADE IMPROVEMENT PROGRAM ADMINISTRATION

Project Reimbursement Limits and Applicant Match Requirements

Property Type	Minimum Total Project Cost	Applicant Match Requirement	Maximum Reimbursement
Commercial	\$1,000	≥ 50%	\$20,000
Residential	\$250	No match for first \$1,000; ≥ 50% after	\$5,000

Commercial Project Reimbursement Examples

Total Project Cost is:	Project Cost	Applicant Match	City Reimbursement
Below Max Reimbursement	\$10,000	\$5,000 (50%)	\$5,000 (50%)
At Max Reimbursement	\$40,000	\$20,000 (50%)	\$20,000 (50%)
Above Max Reimbursement	\$60,000	\$40,000 (67%)	\$20,000 (33%)

Residential Project Reimbursement Examples

Total Project Cost is:	Project Cost	Applicant Match	City Reimbursement
Below \$1,000	\$900	\$0 (0%)	\$900 (100%)
Below Max Reimbursement	\$2,500	\$750 (30%)	\$1,750 (70%)
At Max Reimbursement	\$9,000	\$4,000 (44%)	\$5,000 (56%)
Above Max Reimbursement	\$12,000	\$7,000 (58%)	\$5,000 (42%)

All projects should be completed by a licensed contractor, be permanent to the structure/façade and remain as part of the property if the building is sold or the applicant moves to a different location.

Funding Source: \$50,000 of the Program would be funded through City budgeted funds for the 2012-2013 fiscal year. The City is also seeking funding through the Gila River Indian Community Grant and may seek funding through other grant programs.

Goals

1. To encourage well-designed and needed improvements
2. To restore or improve architectural elements and interest to the structure façade
3. To visually improve facades to encourage economic growth in the Heritage District

Who can apply for funding?

Any commercial or residential property owner or tenant with written authorization from the owner for improvements may apply for funding if they meet the following requirements:

1. The property owner/tenant must owe no outstanding property taxes, fees, judgments, or liens to any government entity
2. The property owner/tenant must not have been convicted of a felony crime in the past seven (7) years
3. If applying for a commercial property, the business owner must have a current City of Maricopa business license

Eligible applicants may apply to the Program more than once; however, applicants will not be awarded funding more than once in any one-year period on the same property. In addition, no property can be awarded funding more than once in any one-year period. If City Code violations exist on the property, the owner/tenant may apply to the Program but will not receive any reimbursement until all violations have been remediated.

Application Process

1. **Pre-Application Information Sessions:** Information sessions will be held four (4) times during the year at the Heritage District Citizen Advisory Committee's regularly scheduled monthly meeting. The Pre-Application Information Session will include:
 - a. A comprehensive review of the application
 - b. Program requirements
 - c. Approval process and terms and conditions of the grant
 - d. Opportunity to ask questions
2. **Submission of Formal Program Application:** To be reviewed at the next Committee meeting a formal application must be received by the City of Maricopa Economic Development Department no later than ten (10) days prior to the meeting date. Submissions must include:
 - a. A complete application; incomplete applications will not be reviewed
 - b. Altered property rehabilitation plans drawn to scale
 - c. Photographs of the existing condition
 - d. Estimated total project costs with at least 3 attached contractor bids
 - e. If tenant is the applicant, letter of support from the property owner indicating permission to apply for the project

NOTE: funding cannot be guaranteed beyond the first review date. If the total Program budget is awarded during the first round of applications, remaining review dates will be cancelled and no additional projects will be funded.

3. **Staff Application Review Process:** Prior to the next Heritage District Citizen Advisory Committee meeting, the Program "Review Committee" will review each application for completeness, identify appropriate funding for each proposed project and prepare recommendations. The Review Committee will evaluate applications on the following criteria:
 - a. Design plan fit with the Heritage District Design Guidelines
 - b. Location within the Heritage District; preference will be given to properties with frontage on major City arterials (John Wayne Parkway, Maricopa-Casa Grande Highway, and Honeycutt Road)

- c. Total project budget; preference will be given to applicants that commit more than the minimum match required
 - d. Linear feet of façade to be improved
 - e. Contractor selected, with preference to Maricopa-based contractors
4. **Formal Notice to Proceed:** Following approval, the City will issue a formal “Notice to Proceed.” Any work initiated before the City’s issuance of the “Notice to Proceed” will not be eligible for funds reimbursement. Participants will be required to enter into and execute a written agreement with the City of Maricopa to establish the terms, conditions, and requirements for participation in the Program.
5. **Start of Façade Improvement:** After “Notice to Proceed,” but prior to work starting, the applicant must secure any required City building or development permits.
6. **Review Committee Inspection:** The Review Committee inspects completed projects to ensure that work was performed as outlined in the application. This inspection does not replace or supersede any additional inspections that may be required by the City’s Building Safety Division.
7. **Submission of Project Expenses:** The applicant must submit copies of paid bills, cancelled checks, contractor lien waivers and receipts for reimbursements. Each submission must also include photographs (before and after improvements) and descriptions of the work completed. No reimbursement will be made until all improvements have been completed to the specifications approved by the Review Committee and have passed inspection from first the City Building Safety Division (if required) then the Review Committee.
8. **Applicant Reimbursement:** The applicant is reimbursed up to the amount of the approved grant. Work must be completed within six (6) months of the stated start date unless otherwise noted in the application.