

DESIGN ASSISTANCE PROGRAM

Intent

Since the completion of the Dixieland Community Redevelopment Area (CRA) Commercial Corridor Design Guidelines in 2004, the Dixieland CRA Advisory Board has been interested in encouraging the use of these guidelines. To that end, the Board created this design assistance program to provide technical assistance to owners to illustrate the appropriate types of design for the corridor.

Design Assistance is intended to give property owners within the Dixieland CRA professional guidance for how to improve the most prominent facades of their buildings. While the Dixieland CRA Advisory Board is hopeful that this type of assistance will result in capital improvements, subsequent construction is not a requirement of receiving assistance.

Eligibility

Design Assistance is available to all commercial property owners within the Dixieland Community Redevelopment Area (Exhibit A). Governmental entities and not-for-profit entities are not eligible.

Program

Design Assistance will be provided to selected Property Owners through contracts that the City of Lakeland/Lakeland Community Redevelopment Agency has with architectural design firms. The Architect will provide selected Property Owners (Owner) with the following services:

Scope of Services

1. Consultation(s) with the Owner to discuss needs, desires, and possible budget. City staff to be present at meeting.*
2. Photograph existing building.
3. Provide either 2D Photoshop or hand-drawn concept of building street elevation showing suggested changes, preliminary colors, and possible signage.

Cost of Services

Services will be charged at a fixed fee of \$700.00 per approximate 50 feet of street frontage. If a building consists of multiple buildings, storefronts or a substantially larger site, the fee will be adjusted proportionately.

Exclusions

The design is the Architect's suggestion considering building exterior character, Owner's desire and Dixieland CRA Commercial Corridor Guidelines. If the Owner's desire is unrealistic or in conflict with the Guidelines, the Architect will consider the district Guidelines first. Though the Architect will

* Number of consultations to be determined based on the complexity of the project. However, all projects will have a minimum of two, one-hour consultations.

endeavor to be sensitive to budget, the Architect specifically excludes any representation that they have investigated the building for any and all issues related to structural soundness, code compliance of existing structure, environmental issues and/or real property title and encroachment problems or any other issues not readily discernible from casual view of street elevation. The Architect will endeavor to provide service in timely fashion but it will be provided as schedule allows (30 days +/-) unless the Architect notes otherwise.

Additional Services

If a true rendering or photorealistic drawing is desired, the Architect will provide rendering for additional negotiated fee at Owner's expense.

The Architect will negotiate directly with the Owner if they wish additional Architectural Services to translate concept into construction drawings.

Process

Qualified applicants must schedule an appointment with CRA staff prior to preparing an application for submittal. The CRA office is located in the Community Development Department on the second floor of City Hall at 228 South Massachusetts Avenue, Lakeland, Florida 33801. Appointments may be made by calling (863) 834-6011. Applications will be accepted on a rolling basis and grants will be awarded on a first-come, first-served basis.

Within ten (10) business days of application submittal, the CRA will review the application for completeness. A post-application submittal conference will be held with the Applicant to discuss any deficiencies or issues with the application. At this time, the CRA Coordinator may request that the Applicant provide additional information.

Within ten (10) days of receiving the completed application, the CRA will review the application against the review criteria and prepare a recommendation for the CRA Advisory Board. The recommendation will be presented to the Board at their next regularly scheduled meeting. Applicants will also be sent a copy of the recommendation.

The Dixieland CRA Advisory Board will determine by majority vote whether or not the application is approved or denied with or without conditions.

The Applicant will be notified in writing of the Board's decision within five (5) business days of the Board meeting.

Selection Criteria

The Community Redevelopment Area staff will review completed applications against review criteria and will state his/her findings to the Dixieland CRA Advisory Board.

Scoring Criteria	
CRITERIA	POINTS
<u>Location/Visibility</u>	<u>40 points max</u>
On S. Florida Avenue	25
Corner Property	15
<u>Potential Aesthetic Enhancement</u>	<u>40 points max</u>
Compatibility of proposed improvements to the surrounding structures/styles	
Good	15
Fair	5
Poor	0
Principal Building Improvement	15
Site Improvement	5
Building and Site Improvement	25
<u>Private Contribution</u>	<u>20 points max</u>
Less than \$10,000	10
Between \$10,000 and \$50,000	20
Between \$50,000 and \$100,000	15
More than \$100,000	10
<u>Historic Preservation</u>	<u>5 points max</u>
Historically significant structure [†]	5
TOTAL POINTS	105

Applications that score below 40 points will be recommended for denial. Applicants are advised that grant funds are provided at the sole discretion of the Dixieland CRA Advisory Board and the findings stated in the recommendation do not create an entitlement to funding.

[†] See Exhibit B for a list of historically significant structures as defined by the standards outlined in the Secretary of the Interiors' Standards for Historic Structures.

Available Assistance

The Dixieland CRA Advisory Board will set the amount of assistance available for the fiscal year in its Annual Budget. The standard maximum grant contribution per application is set at 25% of the annual allocation. The CRA Advisory Board may raise or lower this amount at any time upon a majority vote of its members.

Expiration of Design Assistance

Applicants must meet with the Architect within sixty (60) days from the date that the Dixieland CRA Advisory Board approves the Design Assistance grant request or the award will expire. Extensions may be granted by the CRA Advisory Board under special circumstances.

Application

1. Completed application form.
2. Photographs of the existing building and the proposed project area.
3. Budget

Selected Owners are required to provide the Architect with the following items in order to facilitate their work and to assure a more usable design:

- ❖ Existing floor plan(s)
- ❖ Any historical photos of the structure
- ❖ Images of architectural styles or features that the Owner likes or believes is appropriate for the structure

Exhibit A

