



Richmond's Hull Street Façade Improvement Program

A Placemaking Initiative of the Department of Planning & Development Review

Notice of Funding Opportunity (NOFO)

Dear Hull Street owner/tenant:

The City of Richmond, Virginia is pleased to now be accepting Façade Improvement Program (FIP) grant applications for the Hull Street Corridor.

Application Related Dates

Day to Start Receiving Application: March 20, 2023

Application Deadline:

Applications received after 3/20/2023 will be reviewed on a rolling basis until the grant funds are exhausted.

Total project budget: \$250,000

Award Announcements:

Award announcements will be communicated via e-mail and/or phone.

Project Completion Deadline:

Refer to Award Announcement Letter if you receive an award for the deadline by which the project must start and be completed.

IMPORTANT to note:

No fee is required to apply for this NOFO. An application fee of \$150 will be collected after you received your award letter.

Contact Facades@Richmondgov.com with any questions

Background

The Façade Improvement Program (FIP) provides grants to property owners and tenants located within the Arts & Cultural District to improve 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. The City has supported 35 grants to owners and tenants to improve their building façades.

Figure 1.A & 1.B These maps show the boundary of the FIP Hull Street Zones. You must be located inside these boundaries to be eligible for FIP funding.



1.A



1.B

Project Intent and Project Goals

- Restore, beautify, & enhance façades of commercial or mixed-use buildings within the Hull Street Corridor
- 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

General Criteria

- Complete building façade renovation/rehabilitation (Not intended for minor repairs/maintenance)
- Projects that promote retail activity, create an attractive environment, encourage high-quality architectural designs, use high-quality materials, and enhance neighborhood character

Applicant Eligibility Requirements

- Property owners of commercial/mixed-use structures
- Building tenants with at least a one-year lease
- Governmental entities, public, and quasi-public authorities are ineligible for funding

- The building must be used in whole or in part for service or commercial activities
- Applicants cannot start on project prior to receiving all necessary approvals
- If work begins prior to application or approval, FIP funds cannot be used
- Non-commercial buildings, e.g., churches, 100% residential, are ineligible for this Program
- Applicants are eligible once every two fiscal years

Eligible Costs

- Restore historic façades
- Remove 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
- Applicant shall comply with all applicable provisions of City of Richmond Ordinances

Program Outline

- Grants will be provided in an amount up to 50% of the total project cost, based on the table below.

Building Location	1-2 Story	3-4 Story	Notes
Interior of Block	\$10,000	Additional \$5,000 each of FLRs. 3-4	Maximum grant amount: \$20,000
Corner Building	\$20,000	Additional \$10,000 each for FLRs. 3-4	Maximum grant amount: \$40,000
Special Exceptions for Multiple Storefronts	\$10,000 per discrete storefront address	Additional \$5,000/FLR for Interior Building Additional \$10,000/FLR for Corner Building	Maximum grant amount: \$40,000

- The applicant must use private, non-City funds to match the City's Grant.
- Applicant must pay for work and submit receipts/lien waivers to City
- Receipts and final site visit are required before issued reimbursement

Processing

- (1) Apply before the deadline;
- (2) Staff conduct a site visit;
- (3) Award communicated;
- (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.com

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) No fee is required to apply for this NOFO (\$150 grant processing fee will be collected from selected applicants)
- 7) Send a PDF of the entire application packet to: Facades@Richmondgov.com

Evaluation Criteria:

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

Creates a High-Quality Sense of Place

- 1) Projects with façade improvements of 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 of the Hull Street Corridor
- 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 and/or expansion in the Hull Street Corridor
- 6) Priority will be given to support emerging small businesses and minority business enterprises
- 7) Projects that offer the potential for job creation
- 8) Projects with the potential to provide employment opportunities available to local residents through workforce training programs and the creation of sustainable jobs
- 9) *Projects that have a clear construction timeline and can be completed within a year*

Useful Links:

FIP Webpage:

<https://www.rva.gov/planning-development-review/facade-improvement-program>

FIP GIS Story Map:

<https://storymaps.arcgis.com/stories/f76e3a6df6394049a3027ba793ebd2a2>

The application form can be found at the FIP webpage provided above.

Thank you,

City of Richmond VA