City of St. Petersburg
Committee of the Whole Agenda
October 31, 2019 at 9:00 AM
Sunshine Center Auditorium

Members: Chair Charlie Gerdes, Vice Chair Ed Montanari, Councilmembers Brandi Gabbard, Darden Rice, Steve Kornell, Gina Driscoll, Lisa Wheeler-Bowman and Amy Foster

Support Staff: Kayleigh Sagonowsky, City Council Legislative Aide

A. Call to Order and Roll Call
B. Approval of Agenda
C. Approval of October 24, 2019 Minutes
D. New Business
   a. Planning and Development Services Updates, Liz Abernethy Director of Planning and Development Services
      i. St. Pete 2050 Plan
      ii. Residential LDRs
      iii. Storefront Conservation Corridor Plan
E. Review Referral List
F. Adjourn

Next Meeting:
- December 12, 2019 at 1:30 PM
  - 2020 Calendar Setting
  - Selection of Chair and Vice Chair

Attachments:
- October 24, 2019 COW Minutes
- COW Referral List
- New Business Item Support Material
<table>
<thead>
<tr>
<th>Item</th>
<th>Topic</th>
<th>Return Date and Time</th>
<th>Referral or Prior Dates</th>
<th>Referred By</th>
<th>Staff</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vision 2050</td>
<td>10/31/19 at 9:00 AM</td>
<td>6/7/18 Referral</td>
<td>Foster</td>
<td>Abernethy</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>5/9/19 PSI</td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Residential LDR Updates</td>
<td>10/31/19 at 9:00 AM</td>
<td>Annual</td>
<td>Annual</td>
<td>Abernethy</td>
<td>Bryla</td>
</tr>
<tr>
<td>3</td>
<td>Storefront Conservation Corridor Plan</td>
<td>10/31/19 at 9:00 AM</td>
<td>6/13/19 CC</td>
<td>All Council</td>
<td>Abernethy</td>
<td>Kilborn</td>
</tr>
<tr>
<td>4</td>
<td>Emerging Needs Grant Fund</td>
<td>11/18/19 at 3:00 PM</td>
<td>10/17/19</td>
<td>Foster</td>
<td>Makosfke</td>
<td>Referred from BFT on 10/24/19</td>
</tr>
<tr>
<td>5</td>
<td>2020 Calendar Setting</td>
<td>12/12/19 at 1:30 PM</td>
<td>Annual</td>
<td>Annual</td>
<td>Sheppard</td>
<td>Selection of Chair and Vice Chair</td>
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<tr>
<td>6</td>
<td>FY21 Budget Priorities</td>
<td>1/23/20 at 10:00 AM</td>
<td>Annual</td>
<td>Annual</td>
<td>Makosfke</td>
<td></td>
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<tr>
<td>7</td>
<td>Facilities Maintenance Plan</td>
<td>TBD</td>
<td>5/9/19 PSI</td>
<td>Foster</td>
<td>Glover-</td>
<td>Henderson</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Henderson</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Tropicana Field</td>
<td>TBD</td>
<td>2/17/19</td>
<td>Montanari</td>
<td>DeLisle</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Business, Housing, and Grocery Co-Ops</td>
<td>TBD</td>
<td>1/10/19 BFT</td>
<td>Gabbard</td>
<td>Driscoll</td>
<td>At BFT, CM Driscoll referred business co-ops to a COW. During the BFT report at Council, CM Gabbard asked to add housing co-ops. On 8/1/19 Gabbard asked to add grocery co-ops.</td>
</tr>
</tbody>
</table>

Dates held for possible COWs:
- 1/30/2020 at 2 PM
StPete2050 is an inclusive, city-wide discussion to explore what St. Petersburg might look like 30 years from now. We encourage community members to lend their input on the city’s future.

Visit stpete2050.com to find out how to join the conversation.
...is an inclusive, city-wide dialogue about the future of St. Petersburg. This ongoing conversation about St Pete's path to 2050 will occur through a variety of channels, mediums, and activities - all strategically timed and targeted to encourage active and meaningful public engagement.
Community Engagement:

• 80/20 split of activities:
  • 80% meeting people where they are
  • 20% having people come to us

• Engage all demographics of people, from young (youth contests, trivia) to old (church seminars, neighborhood association meetings)
Community Engagement:

- Surveys, Online Engagements, Workshops, Activities
  - Surveys, Social Media
  - Group Meetings & One-On-One Listening Sessions
- Mobile Engagement Tool
  - Events: Fairs, Festivals, Sports, Etc.
  - Pier Grand Opening
Community Workshop Series:

First Community Workshop “Where We’ve Been”
• Presentation and interactive exercise
• Progress we’ve made since Vision 2020
• Opportunities and challenges going forward

Community Workshop Event Option 1:
November 7, 2019
6:00 pm - 8:00 pm
James Museum, Mesa Hall
150 Central Avenue

Community Workshop Event Option 2:
November 9, 2019
11:00 am – 1:00 pm
Center for Health Equity
2333 34th Street South
Future Workshops:

“Where do we want to Go?”
- Workshop Event Option 1: January 30, 2020
- Workshop Event Option 2: February 1, 2020

“How do we get there?”
- Workshop Event Option 1: April 23, 2020
- Workshop Event Option 2: April 25, 2020
Stakeholder Engagement:

• Residents
• Neighborhood & Business Groups
• Schools & Colleges
• Major Employers
• Faith-Based Organizations
**STPETE 2050**

**PHASE 1**

**Awareness**

- Pre-Engagement
  - Awareness Video Campaign
  - Website Content
  - Collateral Development
- Economic Development Roundtable
- Online Survey
- Feedback Walls

- **Workshop 1 (Nov 7 - 9)**
  - Mobile Engagement Vehicle Launch
  - Train the Trainer
  - Street Ambassador Mobilization

- Pub Crawl & Coffee Talks
- One-on-One Faith Based Meetings
- Train the Trainer

- StPete2050 Youth Vision Campaign
  - After School Programs
  - Trivia Events
  - Ride the Bus Day
  - Train the Trainer

**PHASE 2**

**Engagement**

- **Workshop 2 (Jan 30 - Feb 1)**
  - Pub Crawl
  - Ride the Bus Day
  - Trivia Events
  - Community Small Business Sessions

- St. Pete Worship Week (TBD)
- Higher Education Campus Events

**PHASE 3**

- **Workshop 3 (Apr 23 - 25)**
  - Ride the Bus Day
  - Coffee Talk
Final Vision Plan:

• Identifies priority, themes, recommendations
• Based on engagement and validation
• After completion – implementation and ongoing feedback – not a static vision
Implementation:

• Planning Team:
  • Comprehensive Plan & LDR Updates: 2020-21
  • Waterfront Master Plan Update: 2021

• Other Plans and Initiatives:
  • ISAP (Integrated Sustainability Action Plan)
  • Complete Streets
  • HIAP (Health in All Policies)
  • IWMP (Integrated Water Master Plan Plan)
  • Capital improvements
STPETE2050

Join the conversation at:
stpete2050.com
NT FAR Code Changes

**Background:** The Neighborhood Traditional Code was changed in July 2017 to limit the Floor Area Ratio (FAR) of a single family home and provide for FAR bonuses. Staff is providing the update as an evaluation of the consequences of the new code. The intent of the code change was to limit the ability to construct a “big box” in the middle of our historic housing stock.
Current code requirements

FAR is considered any enclosed space above the required design flood elevation line, including enclosed garage space, but excludes that portion of the enclosed space that is below the required design flood elevation and up to 500 sf of the floor area of any detached accessory dwelling

**Staff Comment:** Consider recommending include attached garage space for the exemption
Current code requirements

Max FAR:

NT-1 = 0.50
NT-2 = 0.40
NT-3 = 0.40
NT-4 = 0.50

Applicant may request up to a 0.20 FAR bonus if certain design criteria are met. Bonuses are “A” through “O.”

Example if a 1/4 acre lot in NT-3 the applicant could have 4,356 sf of structure with no bonuses. Bonuses could provide an additional 2,178 sf for a total of 6,534 sf.
Evaluation

- A total of 161 NT single family residential properties were permitted since the code change.
- Of the 161 homes built, 69 applied for bonuses or 42.8%.
- All bonuses offered were taken advantage of at least once.
- Most of the homes with bonuses were built in the NT-2 zoning district.
Bonus Locations
**Bonus A**

One story covered front porch with a separate roof structure with a minimum width of 60% of the front façade: **0.08 bonus**. No bonus is allowed if there is a second story deck, porch or roof structure. Was used 28 times or 40.58%.

*Staff recommends: 80% of width of the house.*
Bonus B

Additional second story front setbacks: .01 bonus for every 1 foot of additional front setback of the entire facade, and .005 bonus for every 1 foot of additional front setback of at least one third of the facade but which is less than the entire facade, no bonus is allowed unless the setback is at least six feet, maximum **0.10 bonus**. No bonus is allowed if there is a second story deck, porch or roof structure. Was used 9 times or 13.04%.
Bonus C

Additional second story side setbacks: .01 bonus for every 1 foot of additional side setback of the entire façade, **maximum 0.05 bonus per side**. Was used 4 times or 5.80%
Bonus D

Total residential floor area of the second story does not exceed 75% of the first story (excludes garage sf): 0.05 bonus. Was used 12 times or 17.39%.
Bonus E

Reduction of the height of both the peak and roofline of a two story building from the maximum allowed height: **0.02 bonus per foot, maximum 0.06**. Was used 21 times or 30.43%.

Staff Recommendation:
*Elimination of this bonus as the effect is not noticeable and does not achieve the expectation.*
Bonus F

The entire peak of the primary roof structure of the front façade is parallel to the front property line: **bonus 0.02**, or if the entire peak of the primary roof structure of the front façade is parallel to the front property line and the roof has dormer(s) which are equal to at least 20% of the width of the front façade: **0.04 bonus**. Was used 5 times (7.25%).
Bonus G

Side façade articulation: side facades which feature offsets of at least two feet in depth that are at least twelve feet in length that divide the building design and are in the front two thirds of the side facade: 0.02 bonus per side, maximum 0.04. Was used 6 times (8.70%)
Bonus H

Front facade articulation: front facades (excluding the porch) which feature offsets of at least six feet in depth for a minimum of one third of the front façade, 0.06 bonus for each additional foot, **maximum 0.10.** Was used 2 times (2.90%)
Bonus I

All windows have true or simulated divided light muntins on interior and exterior surfaces: **0.03 bonus**

Was used 7 times (10.14%).
Bonuses J & K

j. One story - principal structure: **0.15 bonus.**
   Was used 13 times (18.84%)

k. One story - all structures: **0.20 bonus.**
   Was used 6 times (8.70%)
Bonus L

Style, materials and detailing consistent with an Architectural Style in St. Petersburg’s Design Guidelines for Historic Properties: 0.10 bonus.

Was used 10 times (14.49%)
**Bonus M**

Planting larger trees. 0.01 per tree 0.02 bonus max. Was used 5 times (7.25%)

**Bonus N**

LEED or Green Building 0.05 bonus. Was used one time 1.45%

**Bonus O**

Solar Ready 0.02 bonus. Was used 1 time (1.45%)
Public Outreach

Have met with stakeholders several times to receive feedback.

Incorporate any changes into next residential LDR package - 2020 work plan
• Approved – Misred, 615 Central Avenue
• Approved – SaltLight Art, 649 Central Avenue
• Permit App, In Process – New construction at 2324 Central Avenue (former Taco Bus)
• Permit App, In Process – New construction at 2641 Central Avenue (east of Casita Taqueria)
• Research – Reconfiguration of existing ground floor at 200 Central Avenue
• Research – Pending new construction in 400-block Central Ave, Cats Red Apple St Pete LLC
• Research – Pending new construction in 1100-block Central Ave, Tricera Eastman LLC
### SUMMARY FOR 600-BLOCK SECTION - EXISTING CONDITIONS

<table>
<thead>
<tr>
<th>Storefront Size</th>
<th>Quantity</th>
<th>Percentage (%)</th>
<th>Minimum Required</th>
<th>Maximum Allowed</th>
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<tbody>
<tr>
<td>TOTAL STOREFRONTS</td>
<td>42</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMALL (0 to 20-Feet)</td>
<td>25</td>
<td>59.5 percent</td>
<td>35 percent</td>
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<tr>
<td>MEDIUM (21 to 40-feet)</td>
<td>12</td>
<td>28.6 percent</td>
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<tr>
<td>LARGE (41-feet plus)</td>
<td>5</td>
<td>11.9 percent</td>
<td>25 percent</td>
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</table>

### SUMMARY FOR BLOCK SECTION - MISRED OUTFITTERS EXPANSION

<table>
<thead>
<tr>
<th>Storefront Size</th>
<th>Quantity</th>
<th>Percentage (%)</th>
<th>Minimum Required</th>
<th>Maximum Allowed</th>
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</thead>
<tbody>
<tr>
<td>TOTAL STOREFRONTS</td>
<td>41</td>
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<tr>
<td>SMALL (0 to 20-Feet)</td>
<td>23</td>
<td>56.1 percent</td>
<td>35 percent</td>
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<tr>
<td>MEDIUM (21 to 40-feet)</td>
<td>13</td>
<td>35 percent</td>
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<td></td>
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<tr>
<td>LARGE (41-feet plus)</td>
<td>5</td>
<td>12.2 percent</td>
<td>25 percent</td>
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### SUMMARY FOR BLOCK SECTION - SALTLIGHT ART EXPANSION

<table>
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<th>Storefront Size</th>
<th>Quantity</th>
<th>Percentage (%)</th>
<th>Minimum Required</th>
<th>Maximum Allowed</th>
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<tr>
<td>TOTAL STOREFRONTS</td>
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<tr>
<td>SMALL (0 to 20-Feet)</td>
<td>21</td>
<td>52.5 percent</td>
<td>35 percent</td>
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<tr>
<td>MEDIUM (21 to 40-feet)</td>
<td>14</td>
<td>35 percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LARGE (41-feet plus)</td>
<td>5</td>
<td>12.5 percent</td>
<td>25 percent</td>
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</table>
Storefront Conservation Corridor Program

Update on 2019 Projects
Grant program for independent businesses and property owners on Central Avenue and Beach Drive

- “Incentives and Business Assistance” side of Storefront Conservation Corridor Plan/Overlay

City Council approved $175,000 (FY 2018-2019)

- Businesses – potential award of **$20,000 per business**
  - 14 eligible uses identified in the Program Guidelines
    - Basic Program Request of **$15,000** max
    - Business Owner Bonuses of up to **$5,000**:
      - Job Creation Bonus: $2,500
      - SBE Utilization Bonus: $2,500

- Property Owners – potential award of **$10,000 per applicant**
  - $50,000 max for all applicants
  - not a carve-out or set-aside
  - No prescribed use of funds
1st Quarter of 2019:
• Greenhouse Staff and Legal developed Program Guidelines, Application templates, and Grant Agreement templates
• Distributed Program Guidelines digitally to all eligible businesses with email addresses as well as business partners throughout the City
• Worked with Marketing to create a program page where Guidelines and Applications would live – www.stpete.org/storefront

April 22nd: Application Open Date/Program Launch
• Business Owner, Property Owner Applications went live on Program page
• Distributed both applications to eligible businesses and business partners

May 1st through 17th: Applications submitted at the Greenhouse

May 31st: Internal Staff Review conducted

June 28th: Awardees notified after Mayor’s Final Consideration

July 1 – August 30th: Grant Agreements signed and all funding disbursed
56 individual requests for funding
May 1st – 17th

<table>
<thead>
<tr>
<th>Businesses</th>
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<tbody>
<tr>
<td>Central Avenue</td>
<td>44</td>
</tr>
<tr>
<td>Beach Drive</td>
<td>6</td>
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<tr>
<td>Basic Program Request</td>
<td>$739,305</td>
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<tr>
<td>Job Creation Bonus</td>
<td>$82,500</td>
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<tr>
<td>SBE Utilization Bonus</td>
<td>$17,500</td>
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<tr>
<td>Total Funds Requested</td>
<td>$839,305</td>
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</table>

| Property Owners                |       |
| Central Avenue Property Owners | 6     |
| Total Funds Requested          | $60,000 |

**Potential Impact: All Business Applications**

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<tr>
<td>All Funds Requested</td>
<td>$899,305</td>
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<tr>
<td>Total Project Costs</td>
<td>$1,261,876</td>
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<tr>
<td>Number of New Jobs</td>
<td>72</td>
</tr>
<tr>
<td>Number of SBE Partners/Contracts</td>
<td>11</td>
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## APPLICATIONS RECEIVED

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<thead>
<tr>
<th>Use of Funds</th>
<th>Awardees</th>
<th>All Applicants</th>
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<tbody>
<tr>
<td>Purchase of Land</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Purchase of Commercial Space</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Rehab/Renovation of commercial space</td>
<td>4</td>
<td>26</td>
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<tr>
<td>Upgrades to major building systems</td>
<td>3</td>
<td>9</td>
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<tr>
<td>Upgrades to information technology, communications, or security systems</td>
<td>2</td>
<td>15</td>
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<tr>
<td>Purchase of Machinery &amp; Equipment or other fixed assets</td>
<td>5</td>
<td>17</td>
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<tr>
<td>Life-safety improvements</td>
<td>0</td>
<td>2</td>
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<tr>
<td>Building code-related improvements</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Purchase of Inventory and Raw Materials</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Intellectual Property Protection</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Business development or marketing software</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Marketing or development plan</td>
<td>2</td>
<td>8</td>
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<tr>
<td>Signage</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Fees for industry certifications, licensure, and professional development opportunities</td>
<td>0</td>
<td>5</td>
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<tr>
<td>Required match funding for SBA 7(a), 504, or other business loans</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Forced relocation</td>
<td>1</td>
<td>4</td>
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<tr>
<td>Applicant</td>
<td>Awarded Funding</td>
<td>Project</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-----------------</td>
<td>--------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Craftsman House, Inc.</td>
<td>$17,500</td>
<td>install new grease trap; reimbursement for new Inventory</td>
</tr>
<tr>
<td>ARTicles Gallery, Inc.</td>
<td>$17,500</td>
<td>Signage; Purchase of new computers; purchase of new pedestals and rugs; purchase of original art for gallery inventory; purchase of FrameReady pricing software and Adobe annual subscription</td>
</tr>
<tr>
<td>GS Enigma, LLC</td>
<td>$15,000</td>
<td>Replace computers, A/V equipment; purchase new inventory</td>
</tr>
<tr>
<td>MISRED, LLC</td>
<td>$16,787</td>
<td>Signage; Combining units with 4X7’ doorway; install new dressing rooms; install laminate flooring</td>
</tr>
<tr>
<td>PJ Joint Ventures, Inc.</td>
<td>$20,000</td>
<td>Bathroom construction; installation of new wall; demolition and disposal of materials; resurfacing walls and floors; plumbing upgrades; signage (etc.)</td>
</tr>
<tr>
<td>Parag Choski</td>
<td>$10,000</td>
<td>n/a – (property owner with no required uses)</td>
</tr>
<tr>
<td>Kalamazoo Olive Company, LLC</td>
<td>$17,500</td>
<td>Wall installation and painting; grease trap installation; kitchen area improvements; plumbing and electrical upgrades</td>
</tr>
<tr>
<td>Old Key West Bar &amp; Grill, LLC</td>
<td>$17,262</td>
<td>upgrades to electrical/power system; expand AC into middle room</td>
</tr>
<tr>
<td>Sartorial, Inc.</td>
<td>$17,500</td>
<td>purchase of try-on suits for Made to Measure program; signage; launch of a direct mail, email, text, and social media campaign</td>
</tr>
<tr>
<td>The Merchant – Purveyor of Local Goods, LLC</td>
<td>$17,500</td>
<td>purchase of commercial laser engraver, printer, and heat press for graphic design; raw materials purchase</td>
</tr>
<tr>
<td>Riding Tide Innovation Center, LLC</td>
<td>$8,451</td>
<td>install fixtures, acquire more furniture to increase co-share space; development of 4-phase marketing plan through 2020</td>
</tr>
</tbody>
</table>
AWARDEES

**Business District Breakdown**
- 2 in Grand Central District
- 4 in Edge District
- 4 in Central Arts District
- 1 on Beach Drive

**Projected Impact of Funding**
- New Jobs Created: 11
- SBE Partners: 5
- Total Investment in Projects: $246,355
- Leverage of City Funds: $1 to $1.6

**Types of Businesses**
- Art Gallery – 2
- Retail Goods – 4
- Restaurant/Bar – 2
- Hair Salon – 1
- Business Coworking – 1
SUCCESS STORY – KALAMAZOO OLIVE CO., LLC

Before
SUCCESS STORY – KALAMAZOO OLIVE CO., LLC

After
SUCCESS STORY – KALAMAZOO OLIVE, CO.
LESSONS LEARNED, ONGOING FEEDBACK

Discussion of changes to Existing Program:

- Application Process
- Business Eligibility
- Eligible Uses
- Program Boundaries
- Other Program Requirements
STOREFRONT CONSERVATION CORRIDOR OVERLAY

Committee of the Whole
October 31, 2019
2017-05: Mayor’s announcement
2017-05: Independent Corridor Roundtable

Miscellaneous stakeholder meetings

2018-08: Chamber of Commerce “Now Trending” (Palladium Theater)
2018-10: Keep St. Pete Local (NOVA 535)
2018-11: Public Open House (Bandit Coffee Co.)
2018-12: Chamber of Commerce Housing, Land Use, Development TF

2019-01: Public Open House (The Greenhouse)
2019-01: Development Review Commission Approved / Consistency
2019-01: Committee of the Whole
2019-02: City Council, 1st Reading
2019-02: Committee of the Whole
2019-03: City Council Approved Incentives Package
2019-04: City Council Approved Ordinance, with Condition

2019-05-29: Stakeholder Meeting
2019-06-05: Development Review Commission
2019-06-06: City Council, First Reading
2019-06-13: City Council, Public Hearing
Storefront Conservation Corridor Program Guidelines

Applications & supporting documents are to be submitted in-person in a single envelope at least 8”x 10” in size to:

Lowell Atkinson
The Greenhouse
Economic & Workforce Development Department
City of St. Petersburg
440 2nd Avenue North
St. Petersburg, FL 33701
Program Participation Requirements

I. Businesses

A. Business Eligibility Criteria - Program eligibility for businesses is based on the following criteria:
   1. Land or commercial space utilizing funds must be located on Beach Drive (from 1st Ave SE to 5th Ave NE) or Central Avenue (from Bayshore Drive to 31st St) – the “Program Boundaries”.
   2. Business must have been in operation for at least one year (as defined by the business formation date from the Florida Division of Corporations).
   3. Business must have its City of St. Petersburg Business Tax Receipt.
   4. Business must have 50 or fewer employees (Full-time and Part-time).
   5. Business must be a Local, Independent Business, as defined by the criteria below:
      a. Business must be registered in the State of Florida, with the majority of the business' ownership being either held by private individuals or a privately held company (i.e., not publicly traded).
      b. Business must be at least 50% locally owned by residents of St. Petersburg.
      c. Business must make independent decisions regarding its name signage, brand, appearance, purchasing, practices, hiring, and distribution, and must be solely responsible for paying its own rent, marketing, and other business expenses without assistance from a corporate headquarters outside of St. Petersburg.
      d. Business must have no more than three franchises or outlets.
   6. Business must show it has working capital for business operations as of the date of the application (as demonstrated in the Balance Sheet or other documentation deemed acceptable by the City).
   7. Business must be primarily domiciled within the city limits of St. Petersburg.
   8. Property insurance must be held on any commercial space utilizing program funds.

B. Business Disqualifying Criteria - A business meeting any of the following disqualifying criteria at the time of the application is disqualified from receiving funding, until resolved to the satisfaction of the City:
   1. Unpaid code enforcement liens
   2. Unpaid special assessment liens
   3. Pending foreclosure(s)
   4. Mortgage or lease payments three months in arrears
   5. Any owners, officers, partners, or principal actors of the business have received a felony conviction within the last two years, unless they have completed their sentences, including prison, parole, and probation

II. Property Owners

A. Property Owner Eligibility - Program eligibility for property owners is based on the following criteria:
   1. Property owner has a property in located within the Program Boundaries.
   2. Property owner has an executed lease agreement for that property with a term of at least three (3) years, with a Local Independent Business as defined in IIA5, above. Property Owners with a lease agreement already in effect prior to October 1, 2018 are ineligible.
   3. For at least the first three years of the lease agreement, the negotiated rent must be no greater than the current market year-to-date average rate for the Downtown Central Business
District as defined by CoStar’s commercial real estate software and based on the specific property type (City Staff is available to assist applicants in determining the applicable not-to-exceed rental rate).

4. There can be no felony convictions within the last two years of any owner, officer, partner, or principal actor of the business that is a party to the lease agreement, unless they have completed their sentences, including prison, parole, and probation.

B. Property Owner Disqualification - A property owner meeting any of the following disqualifying criteria at the time of the application is disqualified from receiving funding, until resolved to the satisfaction of the City:
   1. Unpaid code enforcement liens
   2. Unpaid special assessment liens
   3. Pending foreclosure(s)
   4. Mortgage or lease payments three months in arrears
   5. Neither the property owner nor any owners, officers, partners, or principal actors of the property owner (if the property owner is an entity) have received a felony conviction within the last two years, unless they have completed their sentences, including prison, parole, and probation.

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**Grant Guidelines**

The Storefront Conservation Corridor Program (“Program”) is an incentive program that provides grants to eligible businesses and property owners along Beach Drive (from 1st Ave SE to 5th Ave NE) and Central Avenue (from Bayshore Drive to 31st St); the Program will provide financial support to property owners entering into lease agreements with eligible businesses and will provide financial support to businesses for physical improvement or purchase of property and investments in business capacity development that support the growth and long-term sustainability of the business. A total of $175,000 in funding has been made available for FY 2018-2019. A business meeting the eligibility criteria above can request funding of up to $15,000 (or $20,000 with bonuses), and a property owner meeting the eligibility criteria above can request $10,000 in funding, in the form of a one-time award through a rolling grant application period and grant review process. Program funds are available for any projects and eligible expenditures from October 1, 2018 until Program funds are exhausted.

Program funds are available in two separate categories:

1. Eligible Businesses
   A. Potential Maximum Award of $20,000
      1. Basic Program Request of $15,000
      2. Business Owner Bonuses of up to $5,000:
         a. Job Creation Bonus: A business is eligible for additional grant funds of up to $2,500 if it is demonstrated that the businesses added at least one (1) new job lasting for at least one (1) year. The business’ baseline employment numbers will be established at the time the application is submitted or on the date the employee starts the new job, whichever is earlier. The additional funds will be awarded at $2,500 in total if the total employment numbers remain higher than the baseline employment numbers for the one-year period
following the job creation date. New hires made no more than one year prior to the date of the application will be honored retroactively.

b. SBE Utilization Bonus: A business is eligible for additional grant funds of up to $2,500 if it is demonstrated that the business utilized a certified Small Business Enterprise for the proposed project. The additional funds will be awarded at $2,500 for the use of at least one (1) SBE after verification of SBE utilization by Greenhouse Staff.

c. Bonuses will only be awarded after job creation and/or SBE utilization is demonstrated.

B. Eligible uses of funds:
1. Acquisition of land or commercial space
2. Renovation of commercial space and upgrades to major building systems
3. Upgrades to a business’s information technology, communications, and security systems
4. Acquisition of Machinery & Equipment or other fixed assets (e.g. furniture, fixtures, leasehold improvements, etc.)
5. Life-safety improvements to commercial space
6. Building Code related requirement improvements (e.g. grease trap)
7. Purchase of additional Inventory and Raw Materials
8. Purchase of intellectual property protections such as patents, copyrights, and trademarks
9. Purchase of business development or marketing software (e.g. QuickBooks, Salesforce, B2G, Constant Contact, etc.)
10. Creation of a long-term, strategic marketing or development plan (must include scope of work)
11. Signage
12. Fees for industry certifications, licensure, and professional development opportunities
13. Required match funding for SBA 7(a), 504, or other business loans
14. Any expenses related to a forced relocation to a location outside of the Program Boundaries but within the City of St. Petersburg
   a. “Forced relocation” is defined as an increase in current rent by greater than 25%, the abrupt and unanticipated termination of a lease agreement, or the sale of the building to a new owner who is modifying current leases.

C. Ineligible uses of funds:
1. Lease payments
2. Mortgage payments
3. Purchase of Common Stock or other forms of company stock
4. Payment of any Current Liabilities (e.g. Notes Payable, Accounts Payable, Accruals, Current Portion of Long-Term Debt)
5. Employee Salary and Benefits
6. Other Sales, General, and Administrative expenses (SGA)
7. Feasibility studies
8. Personnel expenses

2. Eligible Property Owners
   A. Award of $10,000 per applicant
   B. Total allocation not to exceed $50,000 for all property owner applicants and contingent on availability of funds
   C. A maximum of five (5) total awards are available for property owners.
Application Process

Submitted applications – along with all documents required by the City - will be accepted and reviewed by City staff from the Economic & Workforce Development Department for consideration. Staff will consider and review each application based on its completeness, the eligibility of the applicant, and the availability of funds. Staff will notify the applicant of any facial deficiencies on the application, including whether any required documentation is missing. Complete applications will be considered on a first-come, first-serve basis. Staff will approve awards based on the Program criteria, and the awards will be forwarded to City Council for acknowledgement. Incomplete or facially-deficient applications will not be considered for funding. Within 10 days after application submission, City Staff will notify the applicant of an incomplete or facially-deficient application, and the applicant can submit a corrected application after 10 business days from the date of this notification.

After staff approves a grant award, selected businesses and property owners will enter into a formal Grant Agreement with the City of St. Petersburg with stipulations and requirements for both parties, including reporting requirements. For a physical improvement project, a separate authorization must be secured from the property owner if the business owner does not own the property.

Expected Timeline:

- Application Open Date – April 22nd, 2019
- Applications accepted – May 1st, 2019 at 9am (on a rolling basis, as described above)
- Awards will be made to eligible businesses and property owners meeting the Program criteria until Program funds are exhausted

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>Application Open Date</td>
<td>April 22nd, 2019</td>
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<tr>
<td>Applications Accepted for Submission to</td>
<td>May 1st, 2019 at 9am</td>
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<tr>
<td>The Greenhouse</td>
<td>(open until funds are exhausted)</td>
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<td>City Staff Will Notify the Applicant of Any</td>
<td>Within 10 business days after submission of</td>
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<td>Facial Deficiencies with the Application</td>
<td>the application</td>
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<tr>
<td>City Staff Reviews Application and</td>
<td>Within 15 business days after submission of</td>
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<td>Determines Whether to Approve Award</td>
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<td>Final Decision on Awardees</td>
<td>Within 45 business days after submission of</td>
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<td>Grant Disbursement to Awardees</td>
<td>Within 30 calendar days after execution of a</td>
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<td>grant agreement</td>
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<tr>
<td>Bonuses Awarded</td>
<td>Within 30 calendar days after demonstration that each bonus requirement has been met</td>
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