

**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

## Committee of the Whole Referrals

October 31, 2019

Item	Topic	Return Date and Time	Referral or Prior Dates	Referred By	Staff	Notes
1	Vision 2050	10/31/19 at 9:00 AM	6/7/18 Referral 5/9/19 PSI	Foster	Abernethy	
2	Residential LDR Updates	10/31/19 at 9:00 AM	Annual	Annual	Abernethy Bryla	
3	Storefront Conservation Corridor Plan	10/31/19 at 9:00 AM	6/13/19 CC	All Council	Abernethy Kilborn	
4	Emerging Needs Grant Fund	11/18/19 at 3:00 PM	10/17/19	Foster	Makosfke	Referred from BFT on 10/24/19
5	2020 Calendar Setting	12/12/19 at 1:30 PM	Annual	Annual	Sheppard	Selection of Chair and Vice Chair
6	FY21 Budget Priorities	1/23/20 at 10:00 AM	Annual	Annual	Makosfke	
7	Facilities Maintenance Plan	TBD	5/9/19 PSI	Foster	Glover- Henderson	
8	Tropicana Field	TBD	2/17/19	Montanari	DeLisle	
9	Business, Housing, and Grocery Co-Ops	TBD	1/10/19 BFT 1/17/19 CC 8/1/19 CC	Gabbard Driscoll		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.

Dates held for possible COWs:

- 1/30/2020 at 2 PM



# STPETE 2050

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Committee of the Whole  
October 31, 2019





# STPETE 2050

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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](http://stpete2050.com) to find out how to join the conversation.*



**@StPeteFL**



**@StPeteFL**



**/StPeteFL**

# STPETE 2050

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...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.



# STPETE 2050

## 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)



# STPETE 2050

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## Community Engagement:

- Surveys, Online Engagements, Workshops, Activities
  - Surveys, Social Media
  - Digital Portal: [www.StPete2050.com](http://www.StPete2050.com)
  - Group Meetings & One-On-One Listening Sessions
  - Mobile Engagement Tool
    - Events: Fairs, Festivals, Sports, Etc.
    - Pier Grand Opening



# STPETE 2050

## 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 34<sup>th</sup> Street South



# STPETE 2050

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## 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



# STPETE 2050

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## Stakeholder Engagement:

- Residents
- Neighborhood & Business Groups
- Schools & Colleges
- Major Employers
- Faith-Based Organizations



# STPETE 2050

## PHASE 1

## PHASE 2

## PHASE 3

AWARENESS

ENGAGEMENT

OCTOBER

FEBRUARY

MAY

SEPTEMBER

**\*Workshop 2 (Jan 30 - Feb 1)**

**\*Workshop 3 (Apr 23 - 25)**

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

Pub Crawl  
Ride the Bus Day  
Trivia Events  
Community Small Business Sessions

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

Ride the Bus Day  
Coffee Talk

# STPETE 2050

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## Final Vision Plan:

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



# STPETE 2050

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## 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)
  - Capital improvements



# STPETE 2050

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Join the conversation at:

**[stpete2050.com](http://stpete2050.com)**





# NT FAR Bonuses Status Report

COW – October 31, 2019

# NT FAR Code Changes

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**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

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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

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## Max FAR:

$$\underline{NT-1 = 0.50}$$

$$\underline{NT-2 = 0.40}$$

$$\underline{NT-3 = 0.40}$$

$$\underline{NT-4 = 0.50}$$

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.

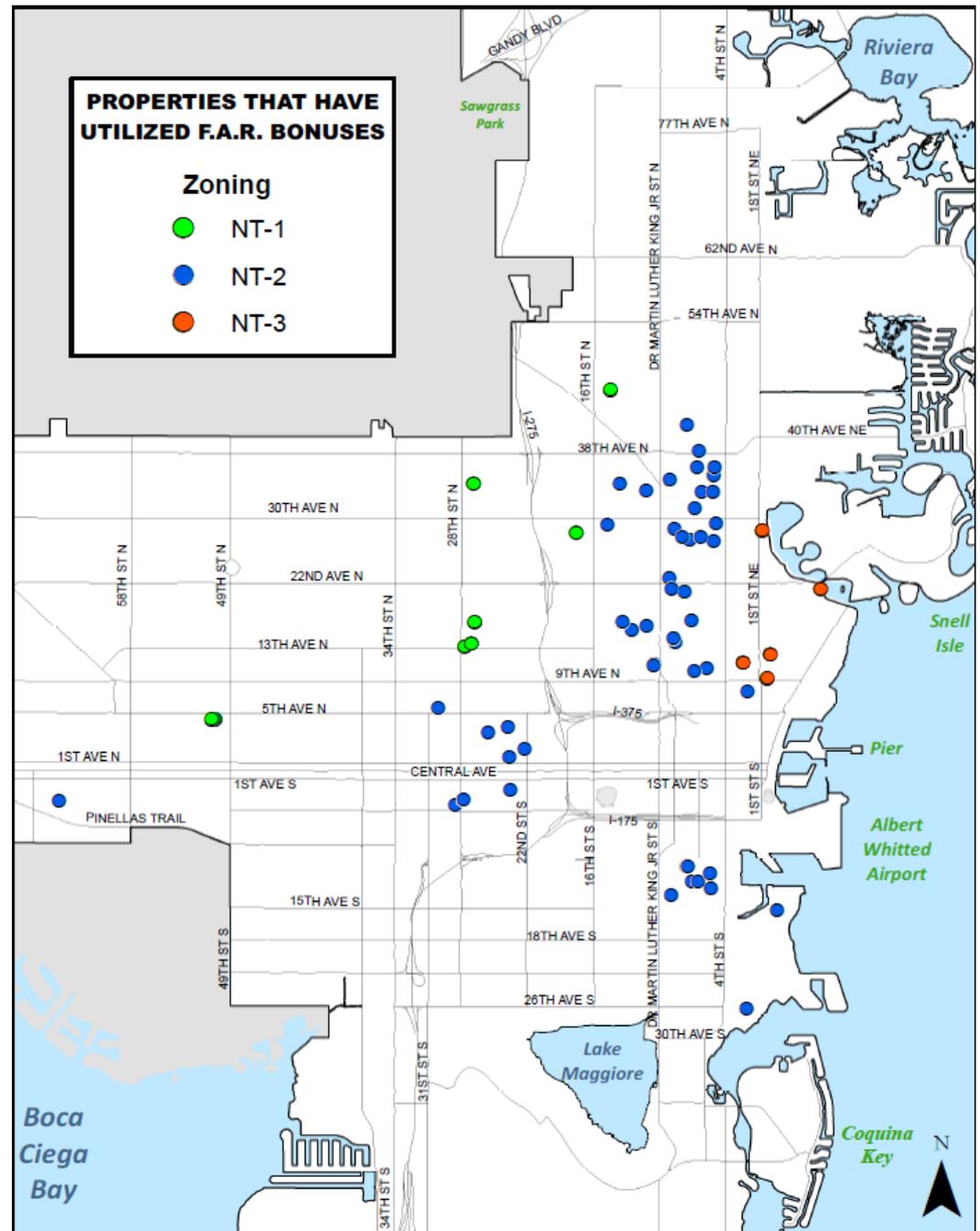
# Evaluation

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- 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.*



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[www.stpete.org](http://www.stpete.org)



# 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.*



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[www.stpete.org](http://www.stpete.org)



# 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%).



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# Bonus G

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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 structure: **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

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Have met with stakeholders several times to receive feed back.

Incorporate any changes into next residential LDR package - 2020 workplan







# STOREFRONT CONSERVATION CORRIDOR OVERLAY

**Committee of the Whole**

October 31, 2019





CRISLIP · ARCADE

- **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**

<b>TOTAL STOREFRONTS</b>	<b>42</b>		
<b>SMALL (0 to 20-Feet)</b>	<b>25</b>	<b>59.5 percent (%)</b>	<b>35 percent (%) min. required</b>
<b>MEDIUM (21 to 40-feet)</b>	<b>12</b>	<b>28.6 percent (%)</b>	
<b>LARGE (41-feet plus)</b>	<b>5</b>	<b>11.9 percent (%)</b>	<b>25 percent (%) max. allowed</b>

**SUMMARY FOR 600-BLOCK SECTION - EXISTING CONDITIONS**

<b>TOTAL STOREFRONTS</b>	<b>41</b>		
<b>SMALL (0 to 20-Feet)</b>	<b>23</b>	<b>56.1 percent (%)</b>	<b>35 percent (%) min. required</b>
<b>MEDIUM (21 to 40-feet)</b>	<b>13</b>	<b>31.7 percent (%)</b>	
<b>LARGE (41-feet plus)</b>	<b>5</b>	<b>12.2 percent (%)</b>	<b>25 percent (%) max. allowed</b>

**SUMMARY FOR BLOCK SECTION - MISRED OUTFITTERS EXPANSION**

<b>TOTAL STOREFRONTS</b>	<b>41</b>		
<b>SMALL (0 to 20-Feet)</b>	<b>23</b>	<b>56.1 percent (%)</b>	<b>35 percent (%) min. required</b>
<b>MEDIUM (21 to 40-feet)</b>	<b>13</b>	<b>31.7 percent (%)</b>	
<b>LARGE (41-feet plus)</b>	<b>5</b>	<b>12.2 percent (%)</b>	<b>25 percent (%) max. allowed</b>

**SUMMARY FOR BLOCK SECTION – SALT LIGHT ART EXPANSION**

<b>TOTAL STOREFRONTS</b>	<b>40</b>		
<b>SMALL (0 to 20-Feet)</b>	<b>21</b>	<b>52.5 percent (%)</b>	<b>35 percent (%) min. required</b>
<b>MEDIUM (21 to 40-feet)</b>	<b>14</b>	<b>35 percent (%)</b>	
<b>LARGE (41-feet plus)</b>	<b>5</b>	<b>12.5 percent (%)</b>	<b>25 percent (%) max. allowed</b>





**GREENHOUSE**

**GROWING BUSINESS IN  
ST. PETERSBURG**

*Storefront Conservation  
Corridor Program*

*Update on 2019 Projects*

# STOREFRONT CONSERVATION CORRIDOR PROGRAM

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

# GRANT PROGRAM DEVELOPMENT AND ROLLOUT

## **1<sup>st</sup> 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](http://www.stpete.org/storefront)

## **April 22<sup>nd</sup>:** 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 1<sup>st</sup> through 17<sup>th</sup>:** Applications submitted at the Greenhouse

## **May 31<sup>st</sup>:** Internal Staff Review conducted

## **June 28<sup>th</sup>:** Awardees notified after Mayor's Final Consideration

## **July 1 – August 30<sup>th</sup>:** Grant Agreements signed and all funding disbursed

# *THE GREENHOUSE: MAY 1<sup>ST</sup>*



# APPLICATIONS RECEIVED

56 individual requests for funding  
May 1<sup>st</sup> – 17<sup>th</sup>

<b>Businesses</b>	
Central Avenue	44
Beach Drive	6
Basic Program Request	\$739,305
Job Creation Bonus	\$82,500
SBE Utilization Bonus	\$17,500
Total Funds Requested	\$839,305
<b>Property Owners</b>	
Central Avenue Property Owners	6
Total Funds Requested	\$60,000
<b>Potential Impact: All Business Applications</b>	
All Funds Requested	<b>\$899,305</b>
Total Project Costs	\$1,261,876
Number of New Jobs	72
Number of SBE Partners/Contracts	11

# APPLICATIONS RECEIVED

Use of Funds	Awardees	All Applicants
Purchase of Land	0	0
Purchase of Commercial Space	0	0
Rehab/Renovation of commercial space	4	26
Upgrades to major building systems	3	9
Upgrades to information technology, communications, or security systems	2	15
Purchase of Machinery & Equipment or other fixed assets	5	17
Life-safety improvements	0	2
Building code-related improvements	2	2
Purchase of Inventory and Raw Materials	5	9
Intellectual Property Protection	1	3
Business development or marketing software	1	1
Marketing or development plan	2	8
Signage	4	12
Fees for industry certifications, licensure, and professional development opportunities	0	5
Required match funding for SBA 7(a), 504, or other business loans	0	1
Forced relocation	1	4

# AWARDEES

Applicant	Awarded Funding	Project	Corridor
Craftsman House, Inc.	\$17,500	install new grease trap; reimbursement for new Inventory	Central
ARTicles Gallery, Inc.	\$17,500	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	Central
GS Enigma, LLC	\$15,000	Replace computers, A/V equipment; purchase new inventory	Central
MISRED, LLC	\$16,787	Signage; Combining units with 4X7' doorway; install new dressing rooms; install laminate flooring	Central
PJ Joint Ventures, Inc. (dba Hair on Central)	\$20,000	Bathroom construction; installation of new wall; demolition and disposal of materials; resurfacing walls and floors; plumbing upgrades; signage (etc.)	Central
Parag Choski	\$10,000	n/a – (property owner with no required uses)	Central
Kalamazoo Olive Company, LLC	\$17,500	Wall installation and painting; grease trap installation; kitchen area improvements; plumbing and electrical upgrades	Central
Old Key West Bar & Grill, LLC	\$17,262	upgrades to electrical/power system; expand AC into middle room	Central
Sartorial, Inc.	\$17,500	purchase of try-on suits for Made to Measure program; signage; launch of a direct mail, email, text, and social media campaign	Beach
The Merchant – Purveyor of Local Goods, LLC	\$17,500	purchase of commercial laser engraver, printer, and heat press for graphic design; raw materials purchase	Central
Riding Tide Innovation Center, LLC	\$8,451	install fixtures, acquire more furniture to increase co-share space; development of 4-phase marketing plan through 2020	Central

# AWARDEES

2019 Storefront Award... 🔍

9 views ☆

SHARE EDIT

Untitled layer

- 📍 Craftsman House, Inc.
- 📍 ARTicles, Inc.
- 📍 MISRED, LLC
- 📍 PJ Joint Ventures, Inc. (dba Hair on Central...
- 📍 Kalamazoo Olive Company, LLC
- 📍 Parag Choksi (property owner)
- 📍 Old Key West Bar & Grill, LLC
- 📍 Sartorial, Inc.
- 📍 The Merchant - Purveyor of Local Goods, L...
- 📍 Rising Tide Innovation Center, LLC
- 📍 GS Enigma, LLC
- 📍 PJ Joint Ventures, Inc. (dba Hair on Central...
- 📍 Central Ave (Bayshore to 31st St.)
- 📍 Beach Drive (1st Ave S to 5th Ave N)

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





[END]



**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, 1<sup>st</sup> 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 2<sup>nd</sup> 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 1<sup>st</sup> Ave SE to 5<sup>th</sup> Ave NE) or Central Avenue (from Bayshore Drive to 31<sup>st</sup> 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 IA5, 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.

## 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 1<sup>st</sup> Ave SE to 5<sup>th</sup> Ave NE) and Central Avenue (from Bayshore Drive to 31<sup>st</sup> 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 22<sup>nd</sup>, 2019
- Applications accepted – May 1<sup>st</sup>, 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

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