

**NOTICE OF STUDY SESSION**  
**Façade Improvement Program**  
CITY HALL, Fifth Floor  
6801 Delmar Blvd., University City, Missouri 63130  
**Tuesday, June 13, 2023**  
**6:00 p.m.**

**AGENDA**

1. Meeting called to order
2. Changes to Regular Agenda
3. Façade Improvement Program
4. Adjournment

The public may also observe via:

Live Stream via YouTube:

[https://www.youtube.com/channel/UCyN1EJ\\_-Q22918E9EZimWoQ](https://www.youtube.com/channel/UCyN1EJ_-Q22918E9EZimWoQ)

Posted 9<sup>th</sup> day of June, 2023.

LaRette Reese  
City Clerk, MRCC

**CITY OF UNIVERSITY CITY COUNCIL MEETING  
AGENDA ITEM**



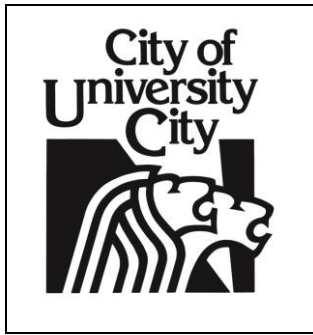
<b>NUMBER:</b> <i>For City Clerk Use</i>	<b>Study20230613</b>
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<b>SUBJECT/TITLE:</b> Study Session - Facade Improvement Program - Policy Changes			
<b>REQUESTED BY:</b> Brooke A. Smith		<b>DEPARTMENT / WARD</b> Economic Development	
<b>AGENDA SECTION:</b>	Study Session	<b>CAN ITEM BE RESCHEDULED?</b>	Yes
<b>CITY MANAGER'S RECOMMENDATION OR RECOMMENDED MOTION:</b> N/A			
<b>FISCAL IMPACT:</b> N/A			
<b>AMOUNT:</b>		<b>ACCOUNT No.:</b>	
<b>FROM FUND:</b>		<b>TO FUND:</b>	
<b>EXPLANATION:</b> This presentation will cover suggested changes to the Facade Improvement Program			

<b>STAFF COMMENTS AND BACKGROUND INFORMATION:</b> Both City Council and staff identified areas of improvement for the Facade Improvement Program. This presentation will discuss those changes.
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<b>CIP No.</b>	
<b>RELATED ITEMS / ATTACHMENTS:</b> 1. Current Facade Improvement Program 2. Current Facade Improvement Program Application 3. Presentation	

<b>LIST CITY COUNCIL GOALS (5):</b> Economic Development Prudent Fiscal Management	
<b>RESPECTFULLY SUBMITTED:</b>	City Manager, Gregroy Rose
<b>MEETING DATE:</b>	June 13, 2023



## University City Façade Improvement Program

The City of University City (City) recognizes the positive impact individual façade improvements can have on the overall appearance, quality and vitality of the City's Commercial Districts. The program is in keeping with the economic development strategies outlined in the City's 2005 Comprehensive Plan Update, section C-2 ("Improve the physical appearance of all commercial districts").

The Program is designed to facilitate private sector investment in making these desired exterior improvements. The Program offers financial assistance, in the form of a matching grant up to \$15,000, to commercial property owners or business owners seeking to rehabilitate commercial building facades in any of the City's commercial areas. Several key goals of the Program are:

- To strengthen and expand the commercial base of University City.
- To improve the architectural and aesthetic appearance of the City's commercial corridors.
- To provide opportunities for owners and tenants to participate in the revitalization of their properties by stimulating private investment in the City's commercial districts.
- To generate additional revitalization by focusing the investment on improvements visible to customers, neighboring merchants, and residents.
- To increase business by making commercial areas and individual businesses more attractive.

### Eligibility to Apply

- Applicants must demonstrate the capacity to fund their share of the project
- Property must be free from any judgment liens and all mortgage and tax obligations must be current
- The property owner and all tenants must have current occupancy permits and business licenses on file with City Hall
- The Program is open to all commercially and industrially zoned areas in University City. Please confirm the zoning district of your property before applying.
- Buildings zoned commercial or industrial are eligible under the Program.
- Building owner must demonstrate approval of proposed improvement.
- Proposed projects on Olive Blvd must be in compliance with the Olive Boulevard Design Guidelines to receive funding through the Program. Guidelines are available from University City Department of Planning and Development, 6801 Delmar Blvd, University City, 63130 or at <http://www.uCitymo.org/index.aspx?nid=468>

- Special consideration will be given to minority-owned, women-owned, immigrant-owned, or veteran-owned businesses

### **Generally Eligible Improvements**

The following is a list that includes a sampling of improvements that may include, but are not limited to, classification of projects eligible for program funding:

- Exterior painting, re-siding, or professional cleaning
- Restoration of exterior finishes and materials
- Masonry repairs and tuck pointing
- Removal of architecturally inappropriate or incompatible exterior finishes and materials
- Repair or replacement of windows and doors (if replacement, windows and doors must be architecturally appropriate)
- Window and cornice flashing and repair
- Canopy or awning installation or repair
- Wall, window, hanging, and monument signs advertising the business
- Exterior lighting
- Landscaping
- Security systems (including metal roll down gates, window bars, cameras)
- Trash and mechanical enclosures

The City of University City may require building permits for some of the eligible improvements listed above. It is critical that business and building owners work with City Zoning staff on designs and obtain all necessary permits before beginning work.

### **Generally In-Eligible Improvements**

Including, but not limited to the following activities are not eligible for the program:

- Improvements in progress, initiated, or completed prior to application approval
- Routine maintenance not part of an eligible façade improvement project
- Billboards
- Roofing
- Mechanicals and HVAC systems
- New building construction
- Pylon, temporary, or roof signs
- Interior window displays
- Labor performed by unlicensed contractor
- Improvements to in-eligible establishments or those outside the designated property area
- Improvement to the building interior

The City reserves the right to accept, reject or modify any application. Submission of an application in no way guarantees funding. Funding is limited. The determination of eligibility and priority for assistance is at the discretion of the City of University City Department of Community Development.

### **Property Improvement Standards**

All construction must be in compliance with the Olive Boulevard Design Guidelines (for properties on Olive), the City's building codes and all other applicable laws and regulations including zoning laws.

### **Terms and Conditions**

1. All necessary permits and approvals must be obtained from the City of University City Department of Planning and Development before work is commenced. All work is to be performed to the satisfaction of the City of University City Building Inspectors.
2. Applicant and property owner must sign the Program Agreement.
3. Applicant must receive both a signed Program Agreement and a Notice to Proceed from the City's Director of Economic Development prior to commencement of construction.
4. Any use of funds must comply with federal, state and local regulations concerning historic properties and environmental review.
5. In the event of competing applications for the limited funds, City staff will assess applications using the following criteria:
  - A. Consistency with the City's goals and objectives in the Comprehensive Plan;
  - B. Projects resulting in the occupancy of a presently vacant building;
  - C. Amount of total investment leveraged against Economic Development Retail Sales Tax funds
  - D. Minority-owned, women-owned, immigrant-owned, or veteran-owned businesses will receive priority.
  - E. Receipt of previous Program funding (first time applicants will have priority over repeat applicants).



# University City Commercial Façade Improvement Program Application

Date of Application: \_\_\_\_\_

## I. APPLICANT AND BUSINESS INFORMATION

Name of Applicant: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

Project Address (if different): \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Minority/Women/Veteran Owned?  If Yes, please provide documentation.

## II. PROPERTY OWNER INFORMATION (if different from Applicant)

Name of Property Owner: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Business Address: \_\_\_\_\_

## III. PROJECT FINANCING INFORMATION

Total Project Cost: \_\_\_\_\_

Amount of Grant Funds Requested: \_\_\_\_\_

Percentage of Total Project Cost Requested: \_\_\_\_\_

**(Maximum funding request cannot exceed 50% of the proposed project cost, up to \$15,000)**

Please explain how the applicant’s portion of the project will be financed (loan, etc.). Include any documentation and supporting evidence of applicant’s ability to finance their portion of the project.

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IV. PROPOSED FAÇADE IMPROVEMENTS

Please provide a summary of the proposed project and how the requested funds will be used. Be specific in describing the project elements. Attach additional pages if necessary. Note: A pre-application meeting and/or site visit with the applicant and City may be necessary to understand the scope and nature of the project.

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Please provide a project schedule and a tentative completion date. (Example, within six months, as soon as possible, summer, etc.)

**NOTE: Applicant must complete project within one (1) year of application approval**

V. ADDITIONAL SUBMISSIONS AND REQUIREMENTS

1. Color photographs of the existing building exterior. Need to show all sides of the building, with emphasis on the area to be improved
2. Design plans/renderings of the anticipated façade improvements, including any signage
3. Three (3) bids from contractors detailing the following:
  - Description of the materials to be used and the construction procedure
  - Itemized cost estimate of the project
4. Applicants, if a tenant, must provide signature approval from the property owner (see below)
5. Applicants must show they are free from any liens and mortgage & tax obligations are current
6. By signing below, applicant agrees:
  - Façade improvements will comply with all applicable city codes, ordinances, and the Olive Boulevard Design Guidelines (if applicable).
  - To complete the façade improvements within fiscal year (July 1, 2022 – June 30, 2023)
  - To attend a pre-application meeting with City staff, if needed

VI. CERTIFICATION

Please read the following and sign below. **Property owner and tenant must sign, if different.**

The information contained in this application is accurate to the best of my knowledge. Applicants understand that personal, business and/or property information may be requested pursuant to this application and hereby give their consent for such information to be provided. The City of University City retains the sole decision as to whether this grant application is approved, denied, or modified.

Applicant agrees to accept future maintenance and other associated costs occurring after the completion of the project. Applicant also agrees to allow the City to provide and maintain landscape elements (flower planters, etc.) along the building façade when appropriate.

**APPLICANT**

**PROPERTY OWNER (if different)**

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

=====

**FOR OFFICE USE ONLY**

Approved Amount of Funding: \_\_\_\_\_ Parcel ID Number (St. Louis County): \_\_\_\_\_

Business License and Occupancy Permit current? YES  NO

Project Approved as stated in Application YES  NO

If No, Explain Modifications \_\_\_\_\_

Application Approved:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

Applicant Notified to Proceed:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Notification Method (Email, Phone, etc.)

Submit completed application to Rajaye Smith, City of University City, 6801 Delmar Blvd., University City, MO 63130 or email to [rsmith@ucitymo.org](mailto:rsmith@ucitymo.org).





# Facade Improvement Program

City of University City

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development



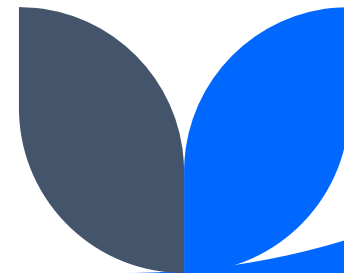
# Façade Improvement Program

- Created in 2015
- Funded by Economic Development Retail Sales Tax Fund (EDRST)
- Applicant can receive a matching grant of up to \$15,000 to rehabilitate commercial building facades



# Applicant Responsibilities (Per contract)

- Properly maintain the improvements for a period of 5 years
- Shall not enter into any agreement or take any steps to alter, change, or remove improvements for 5 years



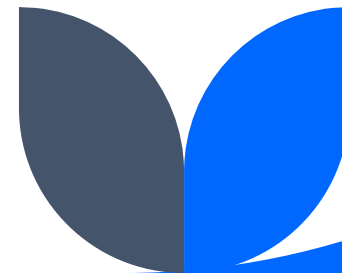
# Vacant Buildings – Current Policy

- The program currently does not prohibit funding for vacant buildings.



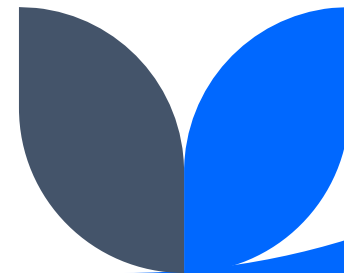
# Vacant Buildings - Options

- **Option 1: Vacant Buildings are ineligible**
  - Suggested Language: *Must be an active and operational business prior to [insert date]. Vacant buildings are ineligible*
- **Option 2: Vacant Buildings eligible if applicant can prove intent to occupy**
  - Suggested Language: *Building must be currently occupied by compliant business. If not currently occupied, applicant must show proof of intent to occupy and/or lease the property to a compliant business. Business must occupy the improved building within 60 days of façade work completion*
- **Option 3: Vacant buildings are eligible**



# Mixed Use – Current Policy

- The program does not currently distinguish between 100% commercial properties and mixed-use properties
- Current language - “The program is open to all commercially and industrially zoned areas in University City.



# Commercial vs. Mixed-Use - Options

- **Option 1: No Mixed-Use**
  - Suggested Language: *Property must be zoned as one of the following:*
    - GC – General Commercial*
    - IC – Industrial Commercial*
    - CC – Core Commercial*
    - LC – Limited Commercial*Buildings serving a residential use are ineligible.
- **Option 2: Reduced Award for Mixed-Use**
  - Add a provision that caps the award at a lesser amount of mixed-use (for example, mixed-use eligible for \$10,000 instead of \$15,000)
- **Option 3: No change to current language**

# Proposed Changes to Consider

- Limit how many grants may be given to one building
  - One grant every three years
- Require proof of current property and casualty insurance
- Require work to commence within 60 days and must be completed within 1 year or grant funds revoked





# Programs Reviewed

St. Louis Economic Development  
Partnership

St. Louis Development Corporation

Dutchtown Main Streets

Maryville, MO

Edwardsville, IL

Hanover Park, IL

O'Fallon, IL

Normal, IL