

Cleveland
City
Planning
Commission

1915 CENTENNIAL 2015

City Planning Design Review

Design Review Applicant Guide

Final
March 2015



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Executive Summary

Design Review Process Documentation Cleveland City Planning Commission

Step 1. Design Review Application

When an applicant proposes a project and it is determined that it will be subject to the design review process, a Preliminary Meeting should be arranged between the applicant and the city planner who administers design review for that particular area. The applicant will be asked to fill out a design review application with contact information, project information, project location and the type of review they are seeking. City Planning staff [CPC] will contact the local Community Development Corporation [CDC] to inform them of the project and in the event that the local CDC was contacted first, they should notify CPC to arrange the preliminary meeting and completion of the design review application.

Step 2. Design Review Submittal Checklist

At the Preliminary Meeting the design proposal will be reviewed by CPC staff and the applicant will be provided with feedback. In addition, the applicant will be given the Design Review Submittal Checklist which will indicate the items the applicant will need to provide at the Design Review Committee meeting based on the approval they are seeking. At this meeting, there will also be a determination if the project will be presented at either Planning Commission or Landmarks Commission, at which time either commissions administrators will be notified.

Step 3. Design Review Submission Deadline/Staff Review

The applicant will submit all the required materials, per the design review checklist, by the deadline for their specific design review committee. Once submitted, CPC staff will review the submission to ensure that it contains all the items required from the design review checklist and is complete to be submitted for formal review by the design review committee.

Step 4. Regional Design Review Committee Agenda

CPC staff will prepare an agenda to be read at the design review meeting. The information will include the case number, name, location, applicant's names and affiliations. CPC staff will distribute the agenda to the committee members, CDC staff, applicants and any other relevant individuals or organizations. On each agenda, there will be an indication of whether the project will also be presented before the Planning Commission or Landmarks Commission. CPC staff will also report out prior to each project's presentation at Design Review Committee comments and CPC staff recommendations coming from the Preliminary Meeting and staff review.

Step 5. Design Review Motion Form

This form documents the recommendation, conditions and comments of the design review committee. The top portion of the form provides an overview and basic project information. CPC will fill the information into an electronic file after the meeting which will be recorded into an electronic database file for record and will be forwarded to the applicant for his record. For those projects presenting before either Planning Commission or Landmarks Commission, the motion form will also be e-mailed to the respective administrators.

Step 6. Commission Action Documentation

Subsequent to either Planning Commission or Landmarks Commission, the respective administrator will document the action of the Commission into the electronic database and will also provide an electronic motion form, for record, to the applicant upon request.

Step 7. City Planning Staff Follow-Up

Once the applicant has gone through the entire Design Review and Planning/Landmarks Commission process, the respective CPC planner will follow up with the applicant to ensure that all approvals and recommendations are performed per the committee and commissions approvals.

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1.0 Introduction



City Planning Commission Meeting

1.1 Background and Purpose

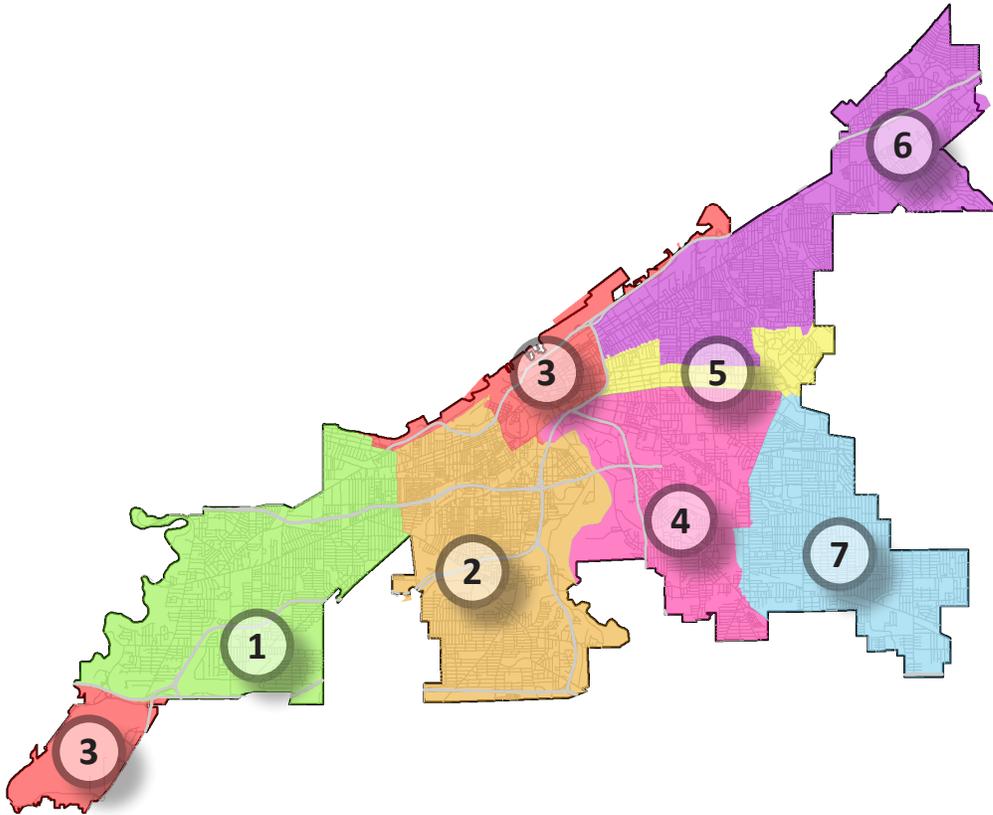
“Design review” is a process in which the City reviews the architectural and site planning elements of a development project to ensure that the project meets the highest standards of design and will complement and enhance the character of the surrounding neighborhood or district. Projects are reviewed with respect to Design Guidelines that are established in Chapter 341 of the Zoning Code (Appendix C), as well as any supplemental guidelines that have been adopted for particular design review districts. Projects are also subjected to fit within the Connecting Cleveland 2020 Citywide Plan, which has been adopted by the City Planning Commission, and within the principles of City Planning which are health, equity and sustainability.

Design review is one step in the process of obtaining a Building Permit from the Department of Building and Housing. Although design review may add time to the approval process, it often results in a project that better meets the long-term needs of the applicant, and fits within the overall citywide plan and principles of city planning.

1.2 Design Review Regions & Districts

If a project is listed in a Design Review Region or District (see image on p.8 and Appendix F), it will be subject to design review - both for new construction and for alterations - unless only interior work is proposed or unless the exterior work results in no change to the appearance of the building, such as in the case of routine maintenance and replacement of features with identical or very similar materials.

Outside of Design Review Districts, a project will be subject to design review only if it involves new construction of a building that is residential, commercial, or institutional. Building alterations or expansions located outside of Design Review Districts are not subject to design review. Please refer to Appendix F for maps which show each regions design review districts.

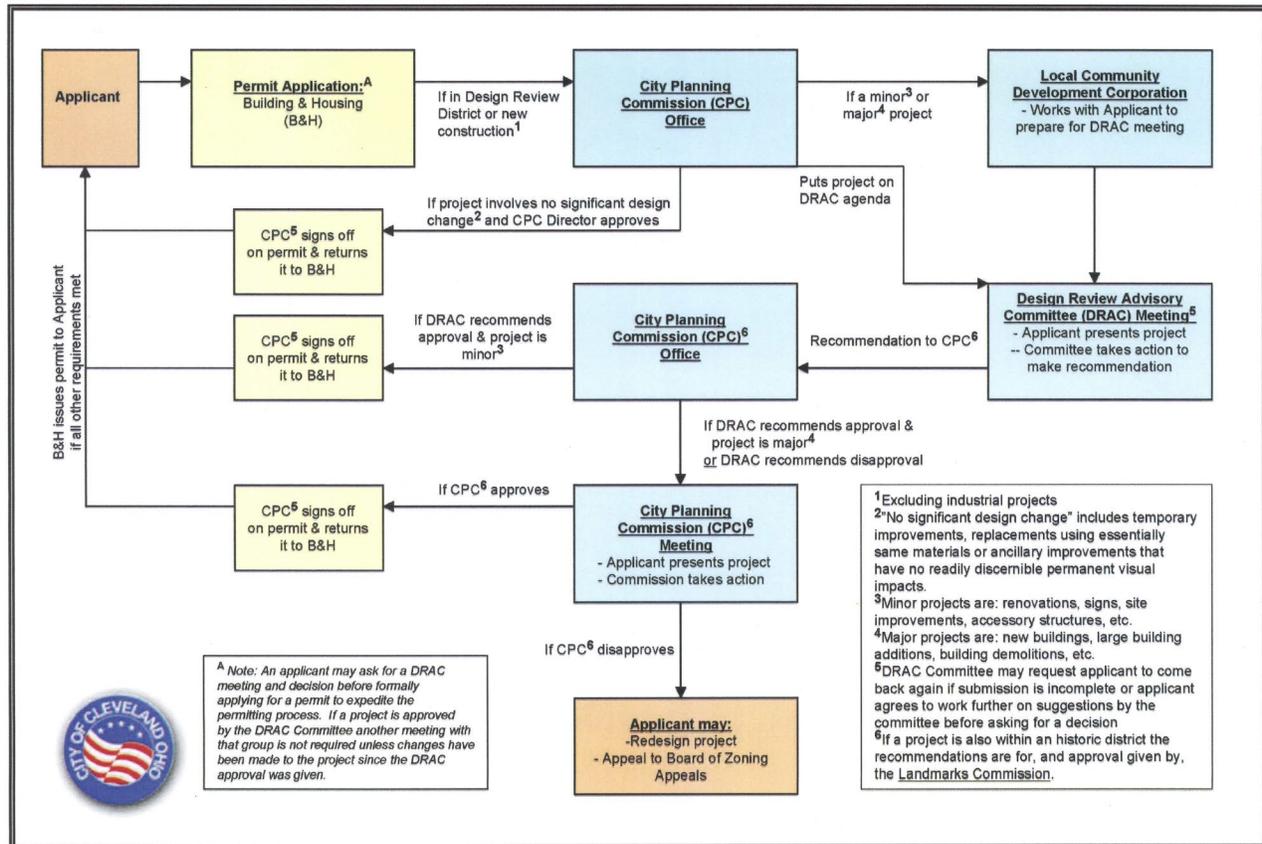


Cleveland Design Review Regions Map - The above image displays all of the design review regions within the City of Cleveland. You can refer to Appendix F for a zoomed, detailed image of each design review region and their associated districts.

Key:

- 1 Far West Design Review District
- 2 Near West Design Review District
- 3 Downtown/Flats Design Review District
- 4 East Design Review District
- 5 Euclid Corridor Design Review District
- 6 Northeast Design Review District
- 7 Southeast Design Review District

Design Review Applicant Guide



2.0 Structure and Process

2.1 Design Review Procedures

The design review process begins by contacting the City Planning Commission office in room 501, on the fifth floor of Cleveland City Hall, either by phone 216-664-2210 or by e-mail at cityplanning@city.cleveland.oh.us. A City Planner will give you a Design Review Application (which is also located in Appendix A) and can further elaborate on what is required for formal submittal to the design review committee.

Your project will go through the Design Review Process (outlined in the flow chart above). Once a project is determined to be located within a design review district and meets the qualifications, the project will be presented before that local design review advisory committee. Once your project has been approved by the local design review advisory committee, it will then be taken to Cleveland City Planning Commission to be presented and receive final approval, if necessary.

The City Planning Director can also approve a project through “administrative approval” on behalf of the Commission if the project is determined to be on a smaller scale or are relatively routine with respect to design issues.

The Design Review Advisory Committee or City Planning Commission may choose to approve your project as presented or with changes. Once the project has been approved, you will submit your final drawings to Building and Housing Department for approval and for issuance of a Building Permit. City Planning staff will sign off on the Building Permit application if the associated drawings reflect the final approved design.

Applicants are also encouraged to submit preliminary plans for new buildings or building additions to the City’s Building and Housing Department for a zoning review as early in the process as possible. If your proposal fails to meet any zoning requirement, you will have the option of revising your plan or seek a zoning variance from the Board of Zoning Appeals or, if necessary, seek a zoning map amendment through the City Planning Commission and City Council. Applicants are also encouraged to confirm whether or not their project will be making changes within the public right-of-way. Changes to the public right-of-way will require review by the Mayor’s Infrastructure and Streetscape Committee. (please refer to the Mayor’s Infrastructure and Streetscape Committee Design Review and Permit Application Guide) The design review process can continue as you seek any necessary zoning-related actions and permits.

2.2 Meeting Dates and Times

City Planning Commission:

- First and Third Friday's of each month at 9am in Room 514 of Cleveland City Hall

Contact: Michael Bosak (City Planner) 216-664-3802
mbosak@city.cleveland.oh.us

Downtown/Flats Design Review:

- Each Thursday before City Planning Commission Meetings at 9:30am in Room 514 of Cleveland City Hall

Contact: Arthur Schmidt (City Planner) 216-664-3817
aschmidt@city.cleveland.oh.us

East Design Review:

- Second and Fourth Tuesday's of each month at 9am in Cornucopia Place (7201 Kinsman Avenue)

Contact: Trevor Hunt (City Planner) 216-664-2212
thunt@city.cleveland.oh.us

Euclid Corridor Design Review:

- First and Third Thursday's of each month at 8am in The Agora Building (5000 Euclid Avenue)

Contact: Kim Scott (City Planner) 216-664-3803
kscott@city.cleveland.oh.us

Far West Design Review:

- Second and Fourth Wednesday's of the month at 8am at St. Mel's Catholic Church (14436 Triskett)

Contact: Tom Jordan (City Planner) 216-664-3800
tjordan@city.cleveland.oh.us

Near West Design Review:

- Second and Fourth Wednesday's of each month at 8:30am at Dollar Bank (3115 West 25th Street)

Contact: George Cantor (City Planner) 216-664-3807
gcantor@city.cleveland.oh.us

Northeast Design Review:

- First and Third Tuesday's of each month at 8am at CPL Memorial-Nottingham Branch (17109 Lakeshore Blvd.)

Contact: Sharonda Whatley (City Planner) 216-664-3806
swhatley@city.cleveland.oh.us

Southeast Design Review:

- Second and Fourth Wednesday's of each month at 5pm at York-Rite Mason Temple (13512 Kinsman Rd.)

Contact: Marka Fields (City Planner) 216-664-3465
mfields@city.cleveland.oh.us

Mayor's Infrastructure and Streetscape Committee:

(for changes and permits within the public right-of-way)

- First and Third Tuesday's of each month at 2pm in Room 514 of Cleveland City Hall

Contact: Arthur Schmidt (City Planner) 216-664-3817
aschmidt@city.cleveland.oh.us

3.0 Presentation Guide

3.1 Applicant Submittal Checklist

Before presenting your project to either the City Planning Commission and your Local Design Review Advisory Committee, you will be asked to meet with the City Planning staff for a preliminary review of your project. At that meeting, the staff will review the project and give you advice on the need to revise or supplement the plans before the meetings with the Committee and the Commission.

If your project is a residential development, you will be asked to also contact the City's Community Development Department, which coordinates housing development projects and administers the City's financial incentive programs for housing.

Typical submissions include a description of the project, a site plan, colored building elevations drawings, floor plans, context photos, material samples, and details on parking, driveways, landscaping, fencing, signs, lighting, etc. Please refer to and review the Design Review Submittal Checklist (Appendix B) for a more comprehensive list for submissions.

Submissions and presentations should be submitted to the design review administrator no later than 5pm one week before the scheduled meeting, for your project to be placed on the Design Review Advisory Committee's Agenda. This deadline also applies to follow-up meetings.

Your presentation at Committee and Commission meetings can use either display boards, electronic presentations or combination of both. Both methods should be displayed in a manner that can be read from about 15 feet away. It is best if the project architect and the developer both attend the meeting.

Early conceptual or schematic plans are encouraged to be submitted for review and conceptual approval from the City Planning Commission and or its Design Review Advisory Committee.

please refer to Appendix B.

4.0 Special Review & Programs

4.1 NEORSR Combined Sewer Code

During the preliminary review process with staff, there will be a determination if further review and approval by outside entities is required. Under Title IV Combined Sewer Code of the Northeast Ohio Regional Sewer District's [NEORSR] Code of Regulations, the NEORSR has the authority to control combined sewer overflows [CSOs] from the combined sewer system and to control peak flows from local combined sewer systems at the point of connection into sewers owned by the NEORSR or a member community. The NEORSR will review all requests for a connection approval within the combined sewer system for new construction, major renovations and parking lots.

For further information and as well as a determination letter from NEORSR regarding coverage under the NEORSR Combined Sewer Code Submittal Requirements should contact the Permit Program Manager at permits@neorsr.org or 216-881-6600, ext. 64666

please refer to Appendix D for a sample determination letter.

4.2 Storefront Program

The Storefront Program offers financial incentives combined with free City design assistance to applicants considering a comprehensive exterior rehabilitation of a commercial structure or business signage in previously rehabilitated and maintained commercial buildings.

Storefront Rebate Projects must contribute to the commercial vitality of the City's neighborhood commercial districts. This means that project eligibility is limited to specific building types. The program is not a maintenance-only program and requires building rehabilitation to be comprehensive in scope and create a visual impact on the main street facade.

If the project is determined to be eligible, applicants may receive a rebate of 40% of the eligible project costs not to exceed a maximum rebate of \$25,000. The Rebate Program requires applicants to pay for all construction costs in full within one-year contract time from before receiving a rebate. The Storefront Program cannot rebate on costs incurred prior to the execution of contract with the City.

For more information contact: Terri Sandy, 216-664-4031 or tsandy@city.cleveland.oh.us

please refer to Appendix E for additional information.

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- D. NEORSD Sewer Code Page 25
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Sign Rebate FAQ Sheet

Building Rebate FAQ Sheet

Applicant Package

- F. Design Review Regions & Districts Page 43

Far West Design Review

Near West Design Review

Downtown/Flats Design Review

East Design Review

Euclid Corridor Design Review

Northeast Design Review

Southeast Design Review

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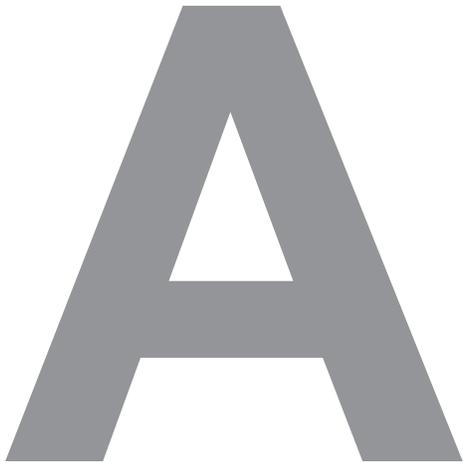
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Design Review Application

The following document is the design review application that will be submitted along with project documents.



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Design Review Submittal Checklist

The following document is a checklist for applicants who will be submitting their project for design review for new building or major renovation projects.

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Design Review Submittals Checklist

T: (216) 664-2210 F: (216) 664-3281 | www.planning.city.cleveland.oh.us

Level of Review:

- Conceptual Approval (*general idea of uses, scale, relationship among uses, and context*)
 - Schematic Design Approval (*placement and configurations of footprints, site layout, structure massing, general texture and design of facades*)
 - Final Design Development Approval (*details of structures and site layout including placement, materials, colors, dimensions, etc.*)
-
- Any of the above levels of design may be presented as "Information Only" with no approval action requested

Items Required:

Submissions are required in electronic form as well as hardcopy unless City Planning staff indicates otherwise electronic submissions up to 20 megabytes can be accepted.

- Application Form
- Written Project Summary (*including location, scale, investment; number of units, square feet, residents, employees, parking spaces; potential code issues; and any other pertinent information including but not limited to sustainable features.*)
- Site Location Map (*district level*)
- Site Context Plan (*i.e., site plan showing adjoining properties, buildings and street names*)
- Existing Conditions Plan (*color photographs; site context, including nearby buildings*)
- Site Plan (*include: north arrow, scale, legend and key dimensions and notes*)
- Landscape and or Streetscape Plan (*with plant list*)
- Furnishings and Site Amenities (*locations, details incl. cut sheets*)
- Section / Elevation Drawings (*including color versions, if requested*)
- Floor Plans (*typical floors*)
- Illustrative Renderings (*perspective or photo simulations to scale*)
- Signage Plan (*including wall signs, freestanding signs, illumination, method of attachment, colors, etc.*)
- Lighting Plan (*including locations, fixtures, heights, etc.*)
- Material, Color and Finish Samples and Lists (*for final approval only*)
- Determination letter from Northeast Ohio Regional Sewer District [NEORS] for Combined Sewer Coverage See page 11 of the Applicants Guide. NEORS contact: Mary Maciejowski 216-881-6600 ext 6466

Due Dates:

Design proposals should be submitted to staff for preliminary review at least 3 days prior to submittal deadline

Electronic and Hard Copy Handout submittals are required 7 days prior to the Design Review Advisory Committee meeting (*electronic: pdf or power point*)

Presentation boards to be used at Design Review Advisory Committee may be brought directly to the meeting (*and must accurately reflect colors that are proposed are required*)

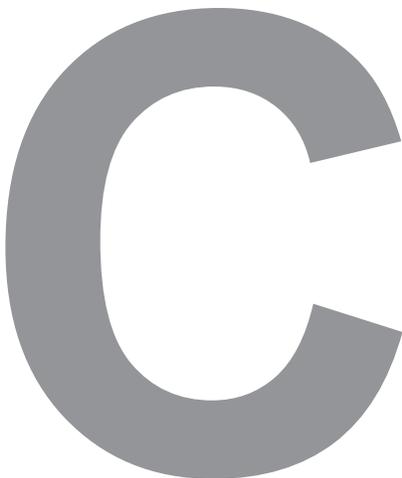
Note:

All drawings must be legible in both digital and hard copy format. Non-legible submissions are subject to rejection.

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Design Review Guidelines

The following document is the guide and application for a Streetscape Amenities Permit.



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DESIGN REVIEW GUIDELINES

(from Chapter 341 of the Cleveland Zoning Code)

- (a) Design Compatibility.** Alterations, additions and new development should be compatible in scale, material, color, placement and character with the design of the subject property as well as the design of properties that are representative of the area's most valued architectural and environmental qualities. In evaluating compatibility, consideration shall also be given to the value of diversity and individuality in design.
- (b) Contemporary Design.** All buildings are recognized as products of their own time. Alterations, additions and new developments which have no historical basis and which seek to create an appearance characteristic of an earlier time are not required. Conversely, compatible contemporary design is encouraged except where such design would clearly detract from the architectural unity of a grouping of architecturally significant structures.
- (c) Preservation of Features.** The distinguishing original qualities of a property should not be diminished through alteration or removal of distinctive architectural features.
- (d) Replacement of Features.** In the event that replacement of significant architectural features is necessary, the new material should closely match the original material in composition, design, color, texture and all other visual qualities.
- (e) Cleaning.** The cleaning of exterior wall surfaces should be undertaken by the gentlest means possible. Sandblasting and other cleaning methods that will damage facing materials and architectural features shall not be undertaken.
- (f) Fences and Other Accessory Structures.** Fences, walkways, lighting, benches, landscaping and other accessory structures should be compatible in design with adjoining buildings and with the most valued aspects of an area's character. Use of chain-link fences along street frontages is discouraged unless otherwise specified in guidelines for a district.
- (g) Parking Lots.** Use of evergreen shrubbery and trees in combination with low ornamental fences is encouraged in screening parking lots from streets. Use of curbed, planted islands is encouraged to provide visual relief in large parking areas and to control traffic circulation. For districts characterized by buildings set along the street line, parking lots should be located behind buildings whenever possible, with entrances located off of adjoining side streets.
- (h) Sustainability.** Buildings and properties should be designed and constructed to minimize energy consumption and to promote conservation of materials and natural resources.
- (h) Signs.** In addition to meeting Zoning Code and Building Code requirements for signs in applicable zoning districts, signs subject to approval under the provisions of this Chapter shall also meet the following design guidelines.

 - (1) Placement.** Wall signs should be designed to fit within the architectural space intended for signage and should not cover distinctive architectural features.
 - (2) Compatibility.** Signs to be seen as a series should be designed with compatibility in terms of location, size, shape, style, material, illumination and color. As a general rule, uniformity should be maintained in certain characteristics while other characteristics are varied to permit individual expression and identification.
 - (3) Color.** The colors of a sign should complement the color of the building facade to which the sign relates. If a raceway or similar device is used for attachment of a sign's letters or characters, the color of the raceway should match the color of the wall surface.
 - (4) Lettering and Symbols.** The lettering and symbols on a sign should be large enough to be easily read but not overly large or out of scale with the building on which the sign is displayed. An excessive amount of information on signs, creating an image of visual clutter, should be avoided. Use of distinctive symbols or logos on signs is encouraged.

- (5) **Projecting Signs.** Where permitted, projecting signs should be no larger than necessary for readability by nearby pedestrians and should contain no internal illumination unless other than in use of exposed neon and similar treatments. Spacing between projecting signs should be sufficient to prevent an image of clutter.
- (6) **Wall Signs.** For signs mounted flat against the wall of a building, use of individual letters or characters is preferable to use of panel or cabinet signs in instances where individual letters or characters are less likely to detract from a building's architectural character. Such letters or characters should be attached in a manner that will minimize damage to the wall surface after removal. For buildings lacking appropriately designed wall space for placement of a sign, consideration should be given to use of a projecting sign, window sign or canopy sign as an alternative to a wall sign.
- (7) **Billboards.** Billboards or "advertising signs", as defined in Section 325.64(b) of the Zoning Code, shall not be permitted in any Design Review District.
- (8) **Design Exceptions.** In accordance with standards of Section 350.16 of the Zoning Code, the City Planning Commission, or its Director on the recommendation of the Local Design Review Advisory Committee, may vary the sign regulations of Chapter 350 as necessary to permit signs that are better suited to the design of the subject property or nearby properties of architectural or historic significance.

NEORSD Sewer Code Determination Letter

The following is an example letter that will be needed from the Northeast Ohio Regional Sewer District [NEORSD] to show that the design proposal has been review by the NEORSD.

D

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Date

Name Name
Company Name
Address
City, State XXXXX

**Re: Project Name/Location – Cleveland, Ohio
Title IV Review Applicability Determination**

The Title IV Combined Sewer Code of the Northeast Ohio Regional Sewer District's (NEORS) Code of Regulations provides the NEORS with the authority to control combined sewer overflows (CSOs) from the combined sewer system and to control peak flows from local combined sewer systems at the point of connection into sewers owned by the NEORS or a member community. Therefore, the NEORS has the authority to review all requests for connection approval within the combined sewer system.

Based on preliminary information, the referenced project:

- Will be subject to review by the NEORS under Title IV – Combined Sewer Code. The proposed stormwater management design for the site must meet the current NEORS Title IV Combined Sewer Code requirements, detailed in the attached guidance document, ***Submittal Requirements for Connections to the Combined Sewer System – Guidelines for Review and Approval***.
- Will not be subject to review by the NEORS under Title IV – Combined Sewer Code.

If you have any questions, please feel free to contact me at ext. 6466.

Sincerely,

Mary E. Maciejowski,
Permit Program Manager

Attachment

C: Elie Ramy/Cleveland WPC
Kyle Dreyfuss-Wells, NEORS
Betsy Yingling, NEORS

Dave Ritter, NEORS
File

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Storefront Program Information

The following is additional information about the City of Cleveland's Storefront Program. It includes the following: Sign Rebate and Building Rebate frequently asked questions sheet and Application Information Packet.



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City of Cleveland Storefront Renovation Program Sign-Only Rebate Frequently Asked Questions

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The mission of the City of Cleveland's Storefront Renovation Program is to revitalize, support, and promote the City's neighborhood commercial retail districts. Working towards this mission, the Storefront Program offers financial incentives combined with free City design assistance to support new businesses located in previously rehabilitated buildings. To better meet these objectives, the City partners with neighborhood Community Development Corporations (CDC) to implement the program in the neighborhoods.

What is the Storefront Program's Sign-Only Program?

The program offers a 40% rebate on eligible signage expenses for businesses that meet the following eligibility requirements.

What projects are eligible for the Storefront Renovation Sign-Only Rebate Program?

Eligible projects must meet one of the following criteria:

- The building rehabilitation is currently under construction (under contract) with the SRP and the Applicant is a brand new business whose sign costs are not already included in the building's rehabilitation contract;
- The building was previously completed through the SRP; it does not currently require any exterior maintenance as determined by the City of Cleveland and the CDC; and the Applicant's signage was not previously addressed through the program;
- The exterior of the building was not previously rehabilitated by the Storefront Program but does not require any outstanding exterior renovation or maintenance as determined by the City of Cleveland and the CDC and is located in a City approved Storefront Renovation Program target area.

What projects are not eligible for the Storefront Renovation Program?

Any project that does not meet the above eligibility criteria, is a church, or is a space that is used for sacred purposes is not eligible for the Sign-Only Storefront Program.

What costs are considered eligible signage expenses?

- removal of old signage;
- design, construction, and installation of temporary banner signage;
- design, construction, and installation of new signage;
- awnings that function as signage (i.e. contain lettering);
- City permit/design fees related to the eligible rebate items

How does the Storefront Program Sign-Only Program work?

After a design is developed with and approved by the City's Design Specialist, the City and an applicant will enter into a contract. The contract requires applicants to pay for all signage costs in-full, within 1-year of the contract date, before receiving a rebate. Once a project is completed, applicants can receive a rebate of 40% of eligible signage expenses.

Is there a minimum signage cost needed to participate in the Program?

The minimum total signage must cost at least \$1,000 unless the signage is contributing to an established comprehensive sign concept.

Is there a maximum rebate amount?

The maximum rebate amount is \$3,000 per business. In order to receive the full \$3,000 rebate, the total cost of signage, installation, permit fees, and taxes must be at least \$7,500.

Who should I contact for additional information or to fill-out an application?

Contact your local Community Development Corporation for additional information or to apply for the Storefront Renovation Program's Sign-Only Program.



FREQUENTLY ASKED QUESTIONS

What is the goal of the Storefront Renovation Program?

The mission of the City of Cleveland's Storefront Renovation Program is to revitalize, support, and promote the City's neighborhood commercial retail districts. Working towards this mission, the Storefront Program offers financial incentives, combined with free City design assistance, to applicants considering an exterior rehabilitation of a commercial structure.

What financial assistance does the Storefront Renovation Program offer?

A 40% rebate, on eligible expenses, may be available for comprehensive exterior rehabilitations that meet the program's design and eligibility criteria. Depending on the location of your building, you may be eligible for a maximum rebate amount of \$15,000 or \$25,000.

How do I find out if my building is eligible for the Storefront Renovation Program and the maximum rebate amount that I may be eligible to receive?

Contact your local Community Development Corporation (CDC) to begin an assessment of your eligibility and to determine that maximum rebate amount available to your location. A list of CDC contacts can be found on the City of Cleveland's Department of Community Development webpage.

What building types are eligible for the Storefront Renovation Program?

- Traditional commercial buildings (originally built with display windowed storefronts)
- Commercially zoned retail or service buildings

What building types are not eligible for the Storefront Renovation Program?

- Entirely residential buildings
- Schools
- Industrial buildings
- Arcades
- Malls
- Strip shopping plazas
- Houses
- Churches
- Any structure used for sacred purposes

What projects are not eligible for the Storefront Renovation Program?

The Storefront Program is not a maintenance-only program and requires building rehabilitations to be comprehensive in scope and create a visual impact on the main street facade.

Who will determine whether my building is eligible for the Storefront Renovation Program?

Design Specialists at the City of Cleveland will make this determination through your CDC.

What costs are eligible for the Storefront Program?

Eligible improvements are limited to rehab costs for work done to the main elevation(s) most commonly seen by the general public. Typically eligible rehab costs include:

- Storefront display windows
- Upper-floor windows
- Doors
- Exterior security systems
- Awnings
- Signage

What is a "comprehensive rehabilitation?"

Comprehensive refers to an extensive rehabilitation of the front and visible sides of the building that includes not only maintenance, but also a significant visual impact, at the discretion of the City's Design Specialists.

Will anyone help me with develop a design for my rehabilitation?

Yes, the City's Design Specialists will work with you to develop a design that not only meets the goals and requirements of SRP, but also takes your budget and other business concerns into consideration.

Is this a grant?

No, SRP offers a rebate, which is paid out after construction is completed and you have paid for the project in full and submitted the necessary documentation for approval by the City.

When can I start construction on my project?

In order to remain eligible for funding, you may not begin construction on your project until you have entered into a contract with the City of Cleveland.

When can I expect to receive my rebate funds?

Rebate funds are typically mailed to the applicant within 4-6 weeks of completion of the project, including submission of all required documentation.

Who should I contact for additional information or to fill-out an application?

Contact your local CDC for additional information or to apply to the Storefront Renovation Program.

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Department of Community Development

Storefront Renovation Program



APPLICANT INFORMATION GUIDE

- Goals & Design Standards***
- Exclusions & Restrictions***
- Process***
- Rebate Calculation***
- Federal, State & Local Laws***

Photo: Smith Building, 12010 Mayfield Road - Renovated in 2012 through the Storefront Renovation Program

STOREFRONT RENOVATION PROGRAM

APPLICANT INFORMATION GUIDE

1. GOALS & DESIGN STANDARDS

- The primary goal of the Storefront Renovation Program (SRP) is to create a visual impact that causes economic growth in Cleveland's neighborhood retail districts. This is accomplished by comprehensively improving the exterior conditions of commercial/retail properties and their surrounding sites as seen by the general public. The ultimate goal is to assist Cleveland's retail districts in becoming visually attractive, economically strong places that provide surrounding residents and visitors goods and services that are competitive in a regional shopping market.
- All improvements must be made in compliance with the City of Cleveland's commercial rehabilitation design standards as published in The Cleveland Storefront Renovation Program Design Manual, which are based on the Secretary of the Interior's Standards for Rehabilitation. An applicant's ability to receive financial assistance is contingent upon adhering to those standards and all program policies and procedures.
- If the Design Specialist has determined that the building is or may be eligible for the National Register of Historic Structures, then the Secretary of the Interior's Standards for Rehabilitation must be strictly followed.
- The Design Specialist is authorized to ensure that the above referenced standards are applied to every project.
- Financial assistance through the Storefront Renovation Program requires that all proposed improvements conform to current City of Cleveland Building, Legal Use, and Zoning Code requirements, regardless of existing conditions.
- Any property owner acting as primary contact (if applicable), must be willing to inform all co-owners, as well as any commercial tenants, about the program and will organize their cooperation and financial involvement in coordinating rehabilitation elements such as signage, display window changes, temporary signage for marketing issues, etc.

2. ELIGIBILITY, EXCLUSIONS, AND RESTRICTIONS

Eligibility to participate in the Storefront Renovation Program is based on many factors and each project is considered individually on its merits. However, there are several general conditions that would exclude a project from the Storefront Renovation Program. The following is not an exhaustive list of program restrictions, but may be used as a guide to describe our most common policies. The City will make all final determinations of eligibility.

- A building owner who has previously received a rebate through the Storefront Renovation Program for the rehabilitation of the building on this application is not eligible for an additional building rebate for the same building. However, a building owner or new commercial tenant would be eligible for the sign-only rebate for business uses not previously addressed through the program.
- A new building owner of a previously SRP renovated building would be eligible to apply for the building rebate if:
 - The building was not renovated within the last 5 years of this application;
 - The new owner is not legally connected to the previous ownership of the building in any manner when it participated in the SRP ;
 - The building will be renovated in a manner that creates the opportunity for a new visual impact to the main street elevation (as determined by the Design Specialist).
- Buildings types *eligible* to participate in the SRP are limited to structures built originally as commercial retail (storefront systems) or commercial service.
- Buildings that are *ineligible* for the Storefront Renovation Program building rebate include, but are not limited to those originally built as a school, house, industrial, manufacturing, warehouse, strip-shopping plaza, arcade, mall.
- If a commercial building is owned by a church and used in total or in part for sacred purposes, then the SRP rebate cannot be applied to those portions used for sacred purposes. Further, if owned by a church but use is non-sacred, then use must be for CDBG eligible activities and recipient demographics may be required. Church "out-buildings" are not eligible.

- If a commercial building is owned by a secular entity, but leased to a tenant for religious functions, then the owner must show proof that said building is in full compliance with all City zoning requirements for the purposes of proper and safe “assembly” use before proceeding with this application. Further, the Storefront Renovation Program rebate cannot be applied to those portions of the building used for sacred purposes, although the entire exterior must be comprehensively renovated according to program requirements.
- Applicants as contractors: Applicants that personally perform some or all of construction work on the project, or anyone who has a legal ownership interest in the project, will be restricted to a rebate based only on the cost of the construction materials used on that portion(s).
- Applicants, or anyone who has a legal ownership interest in the project that use their own employees or subcontractors to complete portion(s) of the project will be eligible for a rebate based on both the cost of materials and labor and are subject to the provisions of the Davis-Bacon Act when costs exceed \$2,000. Additional requirements apply to this category.
- The ability to receive a rebate funding commitment from the City of Cleveland via an executed contract with the City (*not the “Application”*) is competitive against all eligible project applicants across the City. Applicants eligible for a rebate funding commitment must complete the required program development steps necessary to sign a Storefront Renovation Program contract (Rebate Agreement) with the City. Rebate funding will be awarded on a first-come, first-served basis until all allocated funds are committed or before the City’s annual funding *deadline of December 31*. All applications becomes void after that date and will be terminated from the program. *There is no project carry-over into the following year or any promise of continued re-application opportunities into a new calendar year.*
- An Applicant cannot enter into a contract for rebate funds and/or receive rebate funds upon completion of project unless the property taxes of this property are current or on a payment plan with Cuyahoga County. (This restriction still applies to tenants applying for Storefront Renovation Program funds.)
- Properties that have received a condemnation notice from the City’s Department of Building & Housing will not be able to participate in Storefront Renovation Program unless and until the building is brought out of condemnation violation status and is issued a certificate of occupancy.
- Sign-Only Rebate Program Eligibility
 - Eligible Sign-only rebate applicants are those that are located in buildings that:
 - Have been rehabilitated through the SRP and have no exterior maintenance issues;
 - Are located in SRP Target Areas and have been rehabilitated to SRP Design Standards with no exterior maintenance issues;
 - The Design Specialist will make all determinations regarding whether the building maintenance is acceptable and adheres to SRP Design Standards;
 - Eligible Sign-only applicants must be located in a first or second floor commercial space with a dedicated main street entrance;
 - The property taxes must be current on the building in order for a tenant to participate in the SRP.

3. PROCESS

Application:

- Interested parties are encouraged to discuss all commercial services available to them with the commercial staff at their local Community Development Corporation (CDC)
- If the interested party decides the Storefront Renovation Program might be a good fit for their needs, the CDC arranges for a Commercial Coordinator to meet with them and begin the application process.
- During the application process, the Applicant meets with the Coordinator and a Design Specialist from the City. Together, they assist the Applicant in focusing the design direction and defining the scope of the project. They also ensure that the Applicant understands all program regulations and procedures.

Design Phase:

- With input from the Applicant, the Design Specialist prepares conceptual design drawings for the building, site and signage (if applicable).
- Based upon the scope of the project, the Design Specialist determines if an architect is needed.
 - If an architect is needed, Applicant chooses & contracts directly with an architect.
 - Design Specialist will then work with the architect to ensure program design standards are followed.
- Once the Applicant and Design Specialist are satisfied with the conceptual design, the Design Specialist (or architect if applicable) develops working drawings suitable for pricing and City approvals.

Contractor(s) Bidding Phase:

- Applicant selects his/her own contractor(s) and competitively bids out all exterior work items for project. A list of qualified contractors, including contractors specifically certified to work in the Storefront Renovation Program, can be found at the City of Cleveland's website. The Design Specialist and Coordinator do not make referrals or recommendations.
- Applicant submits all final bids to the Coordinator
 - Coordinator fills out Labor Description Form for the applicant and submits it to the City with copies of selected bids and original contractor debarment forms.
 - The Labor Description Form is reviewed and approved by the Design Specialist and Labor Standards Officer
 - When applicable, the City Labor Standards Officer meets with contractors whose work must comply with the Davis Bacon Act regulating prevailing wage contracts

Design Review:

- If project is located within a Landmark District, then both a local design review committee and the Cleveland Landmarks Commission review and approval is required.

Signing of SRP Rebate Agreement (legal contract with the City):

- SRP Rebate Agreement is signed by:
 1. Applicant at City Hall with City and Storefront Program Staff and Coordinator (and Labor Standards Officer, if applicable). It is then forwarded to the following for signatures and approval:
 - a. Director of Community Development;
 - b. Certified by City Law Department and given a construction "start date;"
 2. Construction begins;
 3. Completion Date for Project is one year from the "start date." Projects where the scope of work is not fully completed per the contract description; contractors paid in full; permits obtained and Rebate Disbursement paperwork submitted to the City will be terminated from the program with no rebate funds available to the applicant.

Construction Phase and Completion:

- Contractors perform work at the direction of the Applicant since all construction contracts are between the Applicant and the contractor(s). It is the Applicant's responsibility to schedule, coordinate and manage any and all parties performing work.
- Design Specialist and Coordinator periodically monitor construction progress and respond to questions or problems on site as needed. The involvement of the Design Specialist and Coordinator is solely for adherence to design and program regulations.
- When construction is complete, the Design Specialist will perform a final inspection, and certify that all items in the scope of work have been completed per the approved design, referenced in the SRP Rebate Agreement, and that the project has adhered to program design guidelines and regulations. City advises that final payments to contractors be withheld until Design Specialist certifies that the scope of the work is completed per the contract terms and has been approved by the City's Labor Standards Officer regarding prevailing wage contractor payroll forms and interview forms (if applicable).
- Once the Design Specialist has certified that the project has been satisfactorily completed, the Coordinator will assist the Applicant in organizing and submitting all required documentation to the City for an official "Rebate Request."
- When the Rebate Request has been received and approved by the City, the Applicant will be mailed a check for the rebate amount certified in the Rebate Agreement (typically within 4 – 6 weeks of submission to the City).

Maintenance Period:

- Per the regulations of the Storefront Renovation Program, all applicants are required to maintain the appearance of their completed project as designed for a period of five years. This maintenance agreement pertains to all exterior conditions by retail tenants, current or new, including signage.

4. REBATE CALCULATION

The rebate calculation is based on eligible costs associated with the exterior surfaces of the building visible from the main street, building and parking lot site improvements. The rebate calculation may also include all or a portion (up to \$3,500) of the above approved “professional service fees” and all existing commercial business/ tenant signage when the total building/surrounding site costs do not exceed the maximum project costs necessary to receive the full rebate amount.

In 2015, Eligible Building Rebates will be available as follows:

- In SRP Target Area (as determined by the City): 40% for eligible costs not to exceed a rebate of \$25,000;
- Outside of SRP Target Areas: 40% for eligible costs not to exceed a rebate of \$15,000.

Additional rebates for commercial tenant signage are available when the project cost exceeds \$62,500 (if project is within a Target Area) or \$37,500 (if project is outside of a Target Area) and will be explained by the Design Specialist when the project is under development.

The project must be fully completed within the first construction year established by the contract start date in order to receive the 40% rebate. Projects that do not fully complete and submit the rebate request by the one year deadline will not receive any rebate funds and will be terminated from the program.

Eligible Project Costs include but are not limited to: exterior structural rehabilitation costs for above grade repairs only; non-abrasive building cleaning methods; surface treatments and paint; installation of windows, doors, awnings, signage, some portions of security systems; landscaping, fencing, lighting, planter beds, curbing, irrigation systems, and City permit fees related to the program’s portion of the project.

5. FEDERAL, STATE AND LOCAL LAWS

- Applicants must comply with all applicable laws of the Federal Government, State of Ohio and City of Cleveland, including all other regulations and administrative rulings pertaining to the Storefront Program.
- Applicants, or their contractors, shall be responsible for securing all applicable licenses, permits, approvals, and certificates of inspection required by law or by this program (costs can be included in rebate amount).
- Listed below are some of the more common federal and local laws that apply to our program. The laws listed, in addition to others not listed, may or may not apply to each project specifically.
- **Prevailing Wage (Davis Bacon Act)**
 - Federal Law requires that prevailing wage rates apply to subcontractors and/or employees of contractors **where construction costs exceed \$2,000**.
 - Projects receiving multiple City-program financial assistance where one of the funding sources is Federal (i.e., Storefront Program funding) will require that the entire project costs be subject to prevailing wage requirements.
- **Uniform Relocation Act**
 - Relocation requirements apply to the building owner when he/she is the SRP Applicant. The Owner shall inform the building’s commercial and residential (if any) tenants via either a posted notice or a hand-delivered notice that no relocation from the building need occur as a result of participation in the SRP. Further, the Owner agrees not to raise the tenants’ rent in any “unscheduled” manner (at a time other than addressed in the tenant’s lease agreement) or in a manner that passes the cost of participating in the Storefront Program on to the tenant(s). The Owner agrees to these conditions during the project’s construction time and for one year from the completion date of the SRP project.
- **Section 3**
 - If the Applicant is **receiving more than \$200,000** of CDBG (HUD) Federal financial assistance from the City then to the best extent feasible:

A minimum of 10% of project cost should be awarded to certified Section 3 businesses (certified Section 3 business defined as is either owned by a low-income Cleveland resident (race/gender neutral) or one where 30% of the employees were low-income when hired)

- **Lead Abatement**

- Commercial Buildings with residential units (whether occupied or vacant) must follow federal Lead Abatement policies when exterior painting exceeds 20 square feet and/or when window replacement occurs on the residential units assisted through the SRP.
- In the case where commercial buildings with residential units include exterior painting exceeding 20 sq. feet, the exterior site must pass a visual clearance inspection by a City Lead Paint Inspector.
- In the case where commercial buildings with residential units (occupied or vacant) install residential windows then the Owner will be required to distribute lead abatement pamphlets/collect acknowledgements from all affected residential units, and upon completion of the window(s) installation, the contained work site must pass a “swipe test” inspection (may include additional cost to building owner) in order to be eligible for rebate funds.
- If window replacement occurs in the residential tenants’ portion of the building, the Owner must make efforts to obtain pre and post construction financial profiles from those residential tenants affected as part of the URA requirements.
- These requirements also apply to all window installations where a daycare or other use involving children exists.

- **Cleveland Area Business Code (Chapter 187)**

- The City’s Office of Equal Opportunity (OEO) requires that “Good Faith Efforts” must be documented when **the Applicant is receiving over \$50,000 of City financial assistance in an aggregate amount** (aggregate amount if more than one department is providing funding to same project) for construction related projects. The Compliance Measure for good faith efforts is:
 - 15% MBE subcontractor participation (*Minority-owned Business Enterprise);
 - 7% FBE subcontractor participation (Female-owned Business Enterprise);
 - 8% CSB subcontractor participation (Cleveland Small Business located within the city of Cleveland boundary).
 - OR 30% SRP (Storefront Renovation Program) subcontractor participation

*Eligible minority-owned businesses are those where 51% or more is owned by those of Black; Hispanic; Asian, or Native American origin and are certified with the Office of Equal Opportunity.

NOTE: The City’s Office of Equal Opportunity will issue an evaluation of the “good faith efforts” made by the Applicant by reviewing the subcontractors selected and not selected prior to the execution of a Rebate Agreement between the City and the Applicant.

- **Fannie Lewis Resident Employment Law (Chapter 188)**

- If the **City is providing over \$100,000** of financial assistance to the project (aggregate amount if more than one department is providing funding to same project), then the Applicant’s contractor(s) must include the use of City residents in the workforce of the project as follows:

City Resident: 20% of Worker Hours on the construction;
Of which 4% of Resident Workers must be Low-Income (low income person means a resident who is a member of a family having an income equal to or less than the Section 8 very low income limit established by the Department of Housing and Urban Development (HUD)).

- **Living Wage Law (Chapter 189)**

- If the City is providing over \$75,000 of financial assistance to the project (aggregate amount if more than one department is involved) and the Applicant is a for-profit with more than 20 full-time employees, or a non-profit with more than 50 full-time employees, then the Living Wage Law (requires a specific hourly wage to be paid and documented to full-time employees) may apply.

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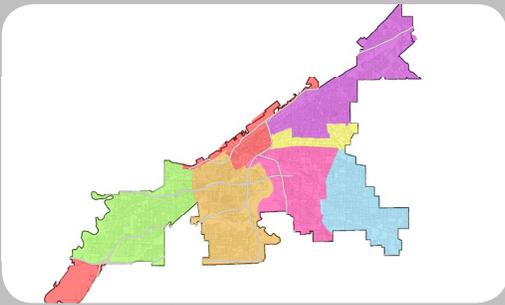
Design Review Regions & Districts

The following displays the Design Review Regions in Cleveland and is followed up by individual maps of each Design Review Region with their accompanying Design Review Districts.

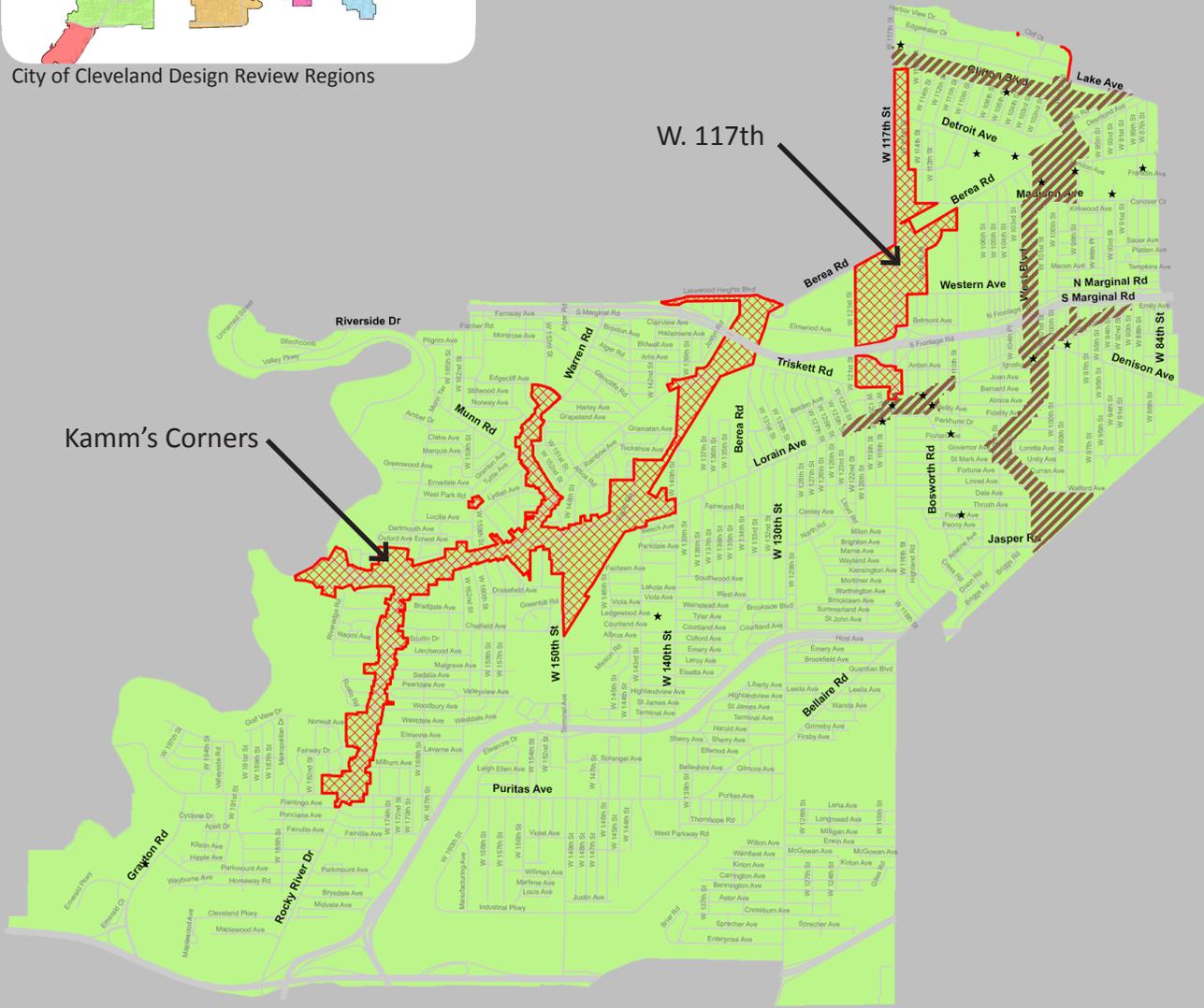


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Far West Design Review District



City of Cleveland Design Review Regions



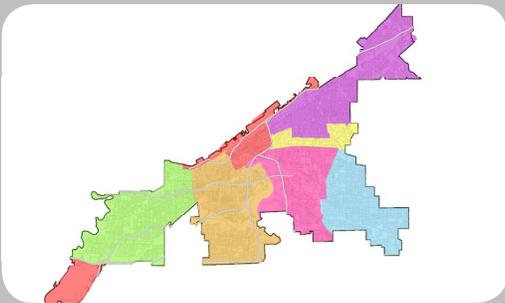
Kamm's Corners

W. 117th

-  Design Review Districts
-  Landmark Buildings
-  Landmark Districts

Far West Design Review Region & Districts

Near West Design Review District



City of Cleveland Design Review Regions

Clark Metro

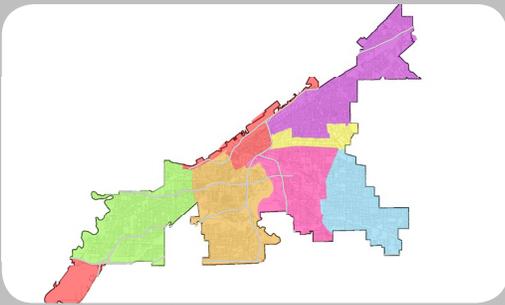


-  Design Review Districts
-  Landmark Buildings
-  Landmark Districts

Old Brooklyn

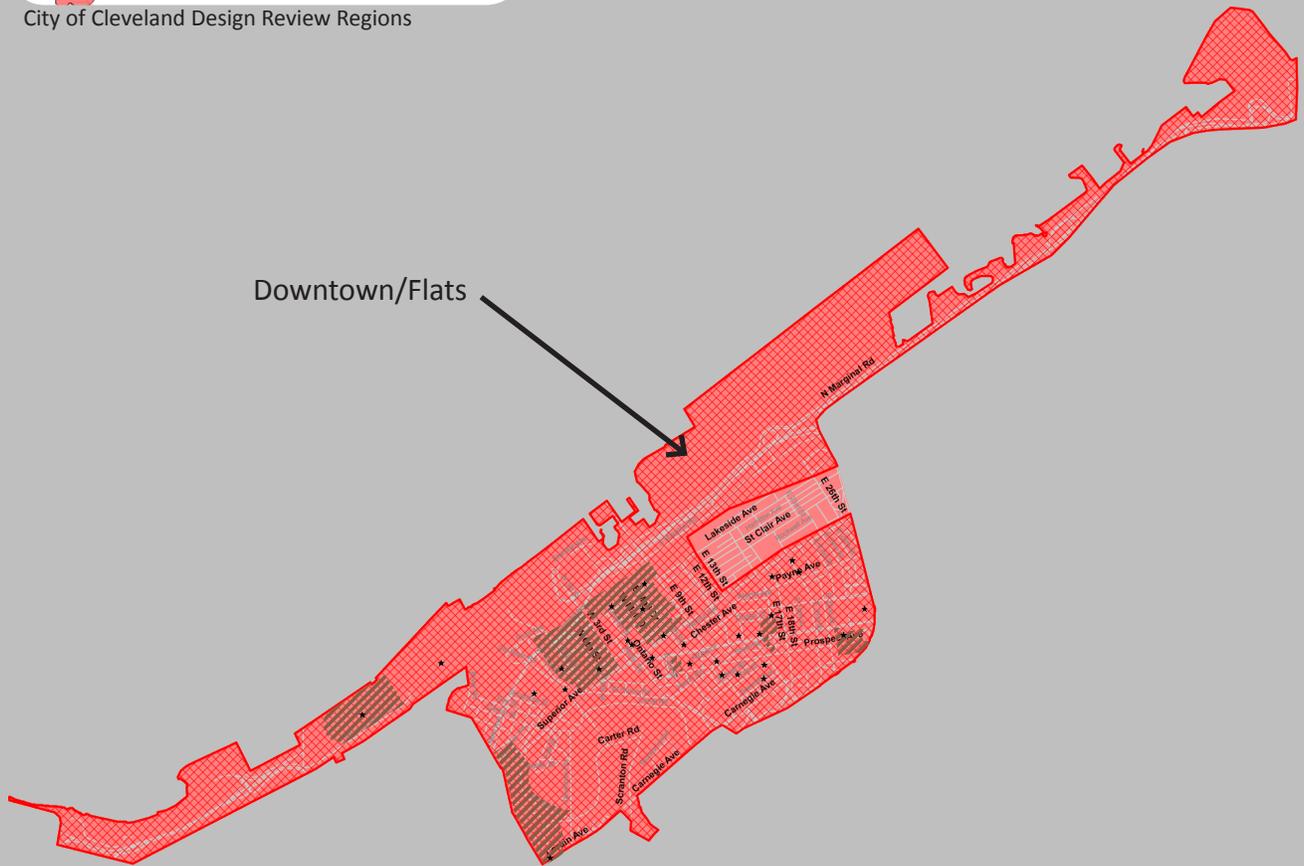
Near West Design Review Region & Districts

Downtown/Flats Design Review District



City of Cleveland Design Review Regions

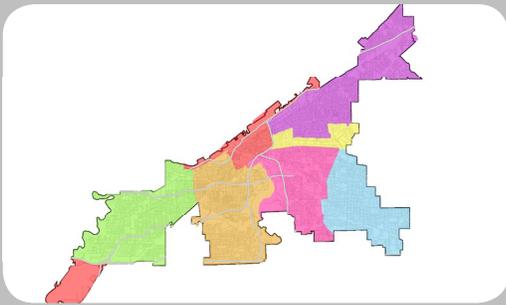
Downtown/Flats



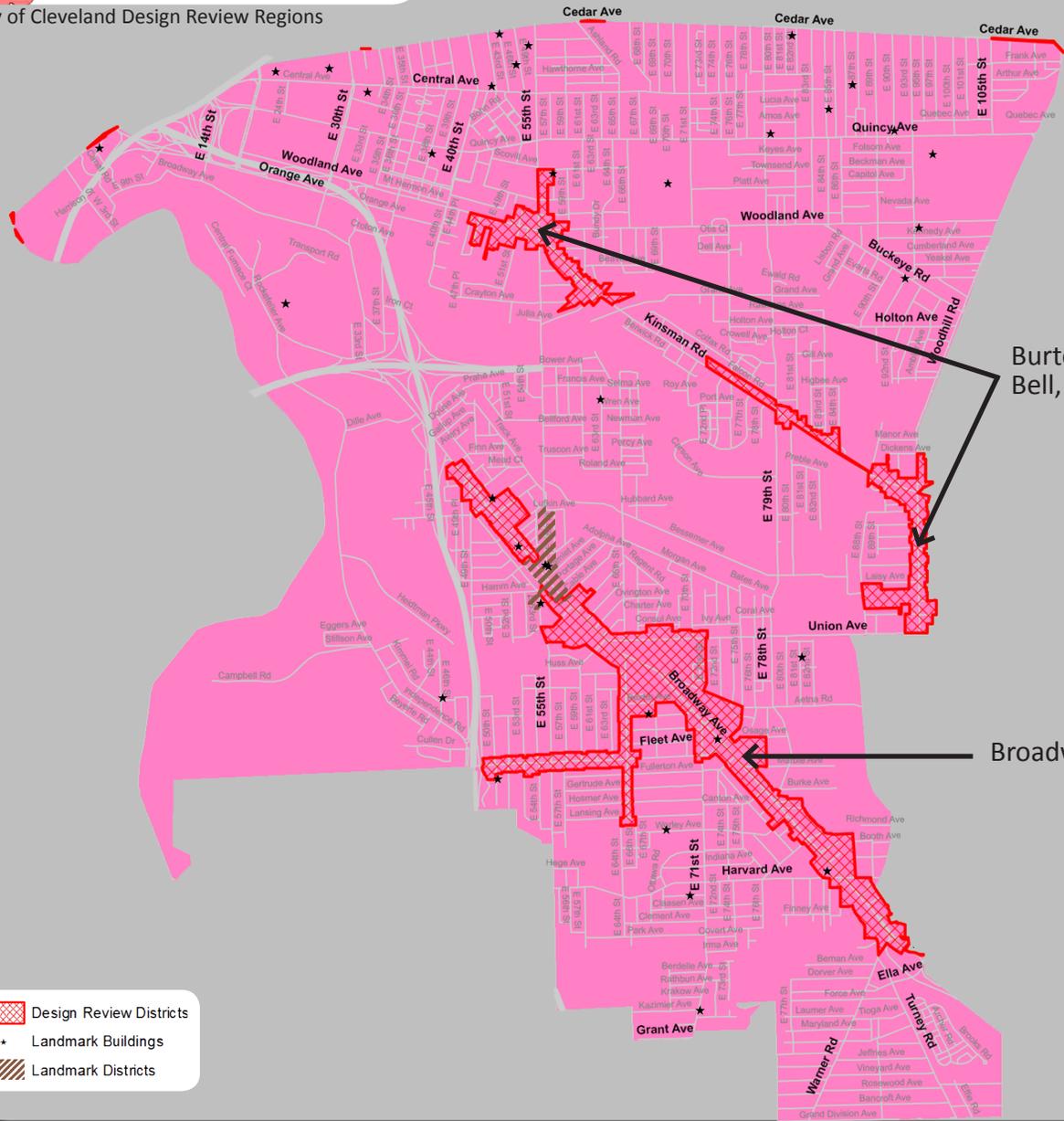
-  Design Review Districts
-  Landmark Buildings
-  Landmark Districts

Downtown/Flats Design Review Regions & Districts

East Design Review District



City of Cleveland Design Review Regions

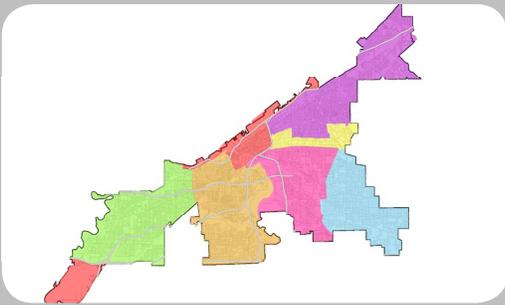


Burten,
Bell, Carr

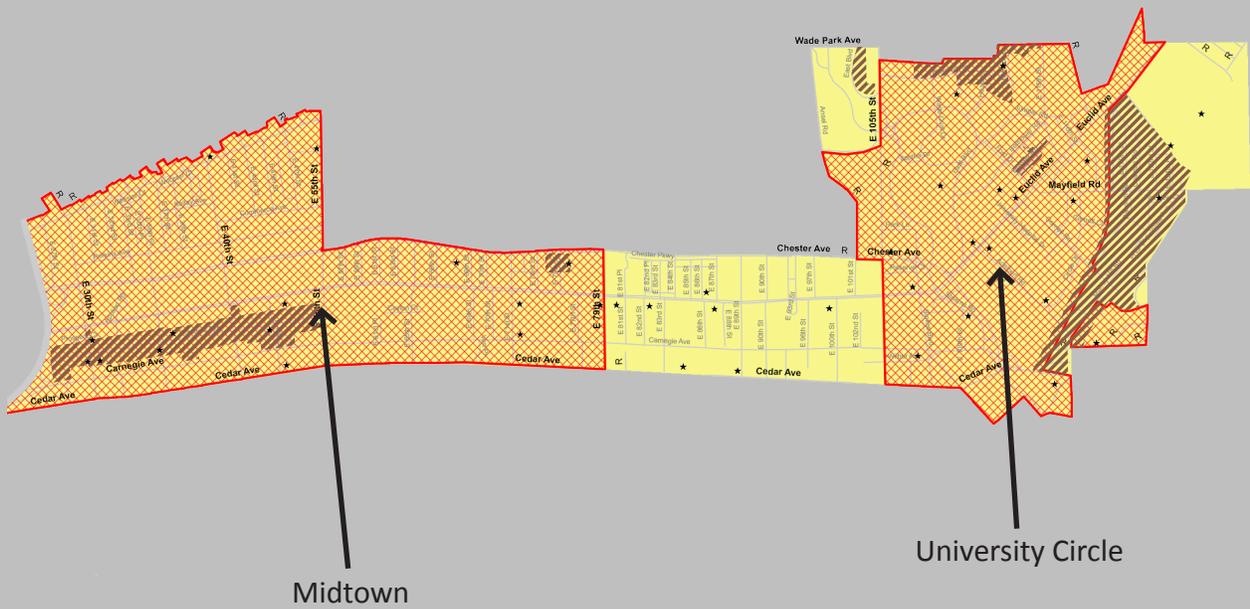
Broadway

East Design Review Region & Districts

Euclid Corridor Design District



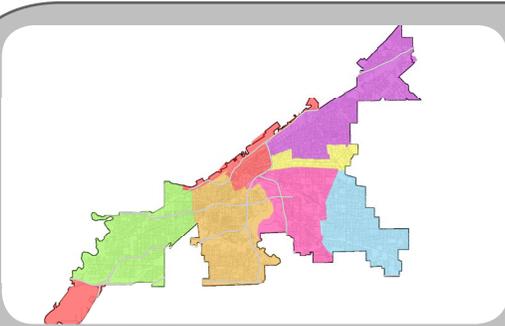
City of Cleveland Design Review Regions



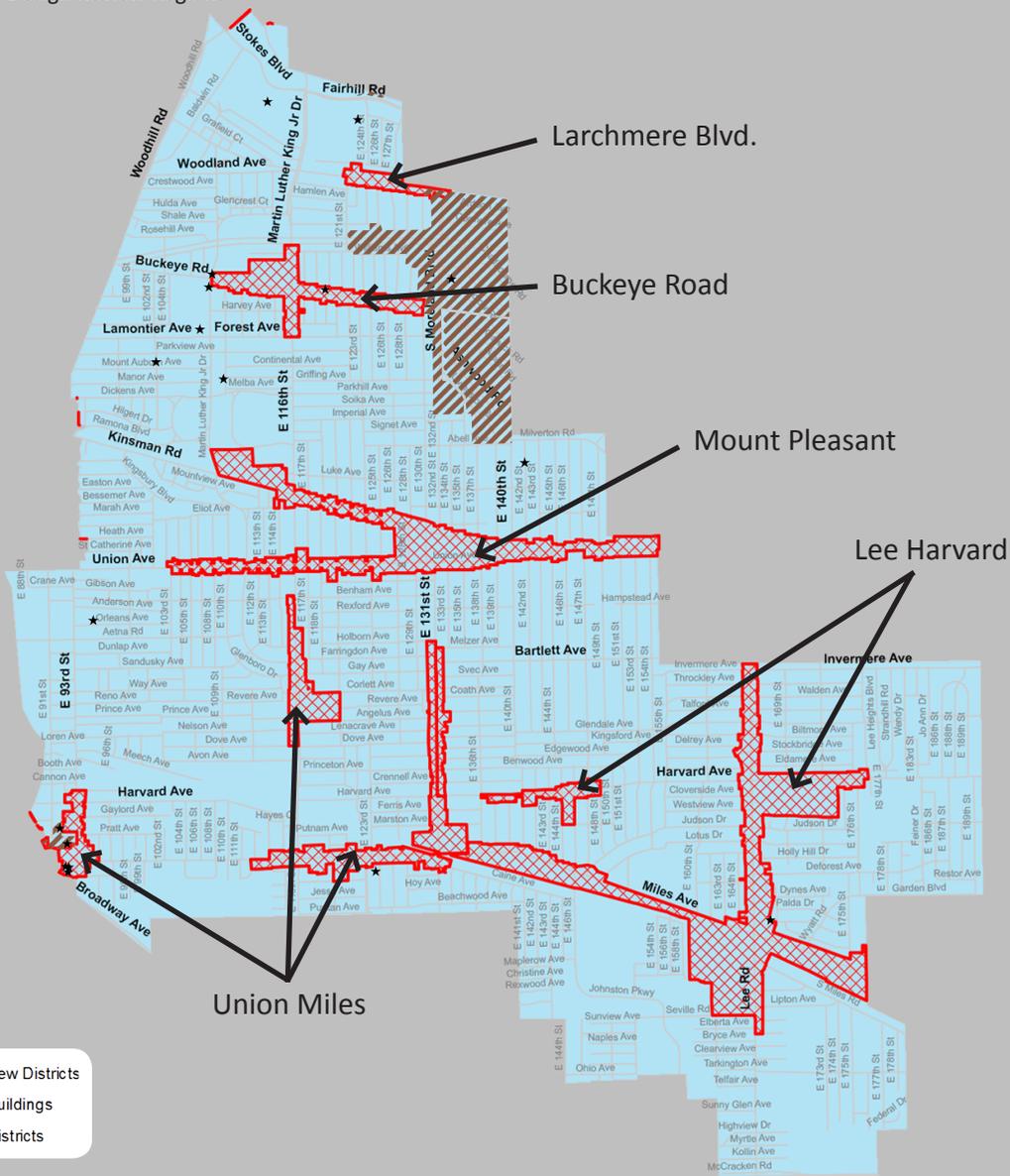
-  Design Review Districts
-  Landmark Buildings
-  Landmark Districts

Euclid Corridor Design Review Region & Districts

Southeast Design Review District



City of Cleveland Design Review Regions



Southeast Design Review Region & Districts



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