



Redevelopment Authority
of Prince George's County

COMMERCIAL PROPERTY IMPROVEMENT PROGRAM
NOTIFICATION OF FUNDING AVAILABILITY (NOFA) AND PROGRAM GUIDELINES
November 2018



INTRODUCTION

The Redevelopment Authority of Prince George's County is hereby soliciting applications from eligible shopping centers and retail properties for the Commercial Property Improvement Program (CPIP). Available funding is \$1,700,000 for the FY 2019 funding round.

APPLICATION DUE DATE

Applications are due on Friday, February 15, 2019 2:00 p.m. ET

Applications should be mailed, or hand delivered to:

Rosalyn B. Clemens
Senior Manager Redevelopment and Revitalization
Redevelopment Authority of Prince George's County
9200 Basil Court, Suite 504
Largo, MD 20774

Emailed or late applications will not be accepted

PRE-SUBMITTAL CONFERENCE

A mandatory pre-submittal conference will be held on:

January 3, 2019
10:00 a.m.
9200 Basil Court, Suite 504
Largo, MD 20774
RSVP: ldsmith@co.pg.md.us

CPIP PROGRAM QUESTIONS

Rosalyn B. Clemens
Senior Manager Redevelopment and Revitalization
Redevelopment Authority of Prince George's County
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Fax: (301) 883-5291

PROGRAM OVERVIEW

The Redevelopment Authority of Prince George's County Commercial Property Improvement Program (CPIP) was established to assist owners of shopping centers and main street retail space with exterior façade, place making, lighting and major building systems improvements that enhance retail competitiveness and viability.

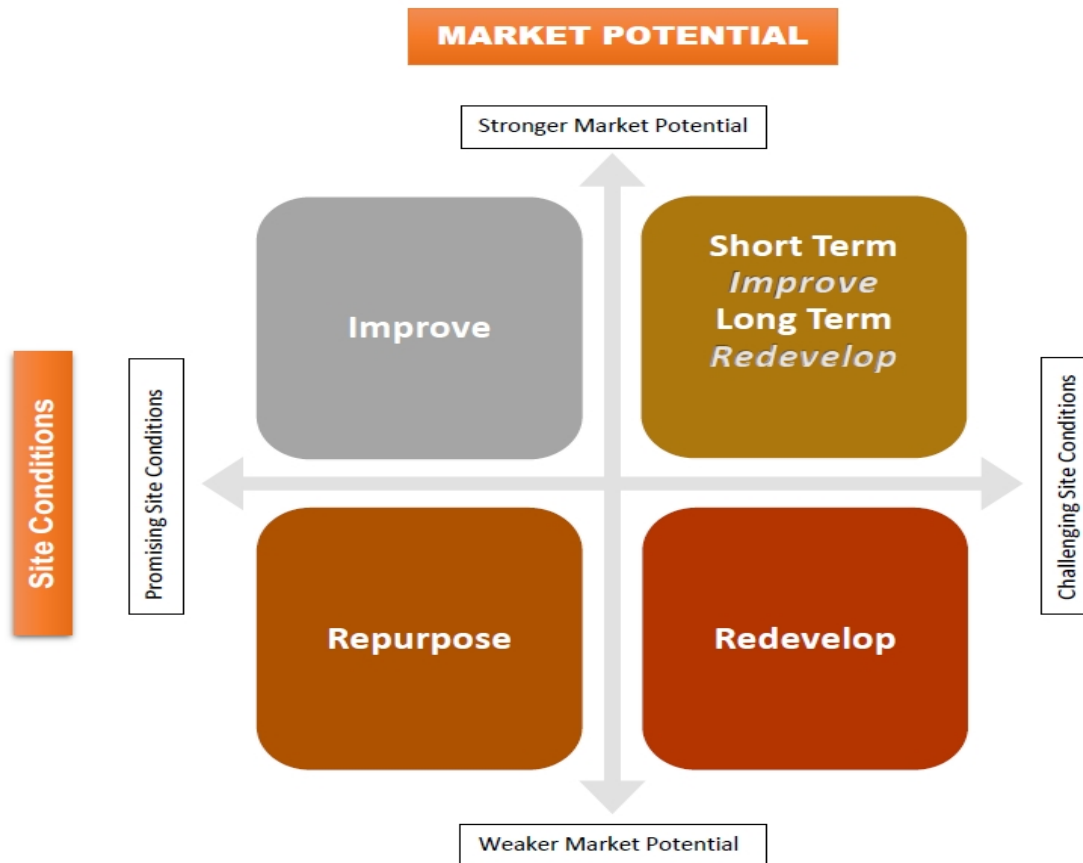
The CPIP will provide a Matching Grant to approved shopping centers and retail space for eligible improvements:

1. The CPIP will require a 50% applicant match, meaning that the applicant will pay for half of the total project costs.
2. To achieve the maximum impact for CPIP funding, the minimum grant request is \$50,000 (for \$100,000 total project costs) and the maximum grant is \$350,000 (for \$700,000 or more in total project costs).
3. Architectural design and permit costs are eligible costs, however the CPIP Grant portion of soft costs will not be reimbursed until construction is completed.
4. The CPIP will reimburse up to 50% of approved construction costs, not to exceed the approved grant amount, as costs are incurred and as documented by the applicant's expenditure.
5. Construction on the approved project must begin within ninety (90) days after approval of the CPIP grant and must be completed within one-hundred and eighty (180) days after approval.

Target Shopping Centers and Retail Properties

The CPIP will utilize the Retail Center Assessment Matrix in the 2017 Prince George's County Competitive Retail Market Strategic Action Plan to prioritize and select shopping centers and retail space for CPIP funding. Goal is to select applicants with stronger market potential and promising site conditions. Market potential is characterized by unmet retail demand, a strong captive market, strong drive-by market, proximity to strong retail or dining magnets, a healthy occupancy rate, and a positive public image. Site conditions are characterized by proximity to public transit, good visibility, attractiveness of the center and surrounding environment, overall condition of the property, and a cooperative property owner.

Figure 1: Retail Center Assessment Matrix



Eligible Properties

Initially, priority will be given to shopping centers that were case studied in the 2017 Prince George’s County Competitive Retail Market Strategic Action Plan and categorized as centers that should be improved immediately or in the short run due to promising site conditions and stronger market potential (Upper left and right quadrants of Retail Assessment Matrix above). A list of shopping centers and retail space case studied and characterization in Retail Center Assessment Matrix is provided in Appendix I.

Shopping centers case studied, were scored according to their individual market potential and site conditions characteristics. The shopping centers were then plotted on a cross-hair graph with the following four quadrants:

- 1) **Improve and Remain Retail (Upper-left):** The shopping centers in this quadrant have stronger market potential and more positive site conditions than the other distressed shopping centers. In most cases, these centers need a combination of physical improvements and retail mix improvements. And, in most cases, their stronger market dynamics and site conditions make them good candidates for mixed-use development (either augmenting the existing building(s) or replacing it) that brings new residents and workers to the site and that transforms the streetscape.

- 2) **Long Term Redevelopment Candidates (Upper-right):** Shopping centers in this quadrant have stronger market potential than other distressed centers, but more challenging site conditions. Shopping centers in this quadrant are good candidates for 5-10-year redevelopment strategies as their existing site conditions (physical appearance, density, and walkability, in particular) likely limit their long-term sustainability in their current form. Redevelopment might include new retail but would likely include other uses. In the interim, they would benefit immediately from short-term tactical improvements, such as inexpensive building improvements, better signage, and better landscaping.
- 3) **Repurpose to Other Uses (Lower-left):** The shopping centers in this quadrant have weaker market potential than other distressed shopping centers, but more positive site conditions. Shopping centers in this quadrant might benefit from some short-term tactical improvements but, in general, would best be renovated or redeveloped and re-tenanted or repurposed for non-retail uses.
- 4) **Redevelop Immediately (Lower-right):** Shopping centers in this quadrant are generally the most distressed of Prince George’s County’s shopping centers, with weaker market potential and more challenging site conditions than others. In most instances, these sites should be redeveloped for non-retail uses.

Ineligible Properties

Case studied shopping centers or retail and commercial space in the lower quadrants of the Retail Center Assessment Matrix, categorized as needing to be repurposed or redeveloped into another use will not receive priority. Additionally, shopping centers or commercial space occupied exclusively by places of worship, or non-retail uses will not be funded.

Eligible Improvements

Scope of work must include a **minimum of three** of the following eligible improvements:

1. Redesign and construction of storefront façade.
2. Upgrade of major building systems to increase energy efficiency.
3. Replacement or repair of cornice, parapets and other architectural features.
4. Replacement of doors and windows on front façade of property.
5. Installation or upgrading of exterior lighting.
6. Installation or improvement of signage.
7. Installation or replacement of awnings or canopies.
8. Exterior painting, repointing of brick or other exterior façade improvements.
9. Installation of public art and landscaping features.

Application and Intake Process

Applications for the CPIP will be accepted from owners of eligible properties up to the close of business on the NOFA application submittal deadline.

Approval of applications and selection of projects will be based on a first come first completed basis, with funding priority for properties meeting the greatest number of criteria for eligibility and scope of work and subject to the availability of funds.

CPIP Program Application Requirements

Submittal (Pre- selection)

1. A completed executed CPIP Application with all required attachments must be submitted by owner (s) of eligible properties.
2. Properties with delinquent mortgage(s), delinquent County taxes, and outstanding code violations are ineligible.
3. Applicant must determine if property is subject to any MNCPPC or municipal urban design, or historic preservation standards.

Post Selection (Closing/Pre- Construction)

1. Applicant must develop all permit, construction and applicable mechanical drawings, to conform to all federal, state, and local codes, ordinances, regulations; and applicable historic preservations requirements.
2. Applicant must obtain all applicable permits.
3. Applicant must obtain at least 3 bids for approved scope of work.
4. Executed construction contract for approved scope of work, with licensed and bonded construction company.
5. Approved CPIP Matching Grant will be disbursed on a reimbursable basis, upon submittal of evidence of completed approved scope of work, applicant payment, and contractor lien release.
6. CPIP Matching Grant will be disbursed on a reimbursable basis after validation of expenditure of owner's matching contribution.
7. Applicant will be required to execute a CPIP Matching Grant Agreement
8. Applicant will be required to execute a CPIP Maintenance Agreement for funded improvements.
9. Applicant must comply with all other requirements deemed necessary by the RDA to implement the CPIP Program.