Pitkin Avenue Renaissance Program

Design Guidelines & Selection Guidelines

APPLICANTS: Review the following Design and Selection Guidelines. Initial next to each guideline and submit initialed copy with your application.

DESIGN GUIDELINES

The purpose of the design guidelines are to develop consistent standards for all grant-funded projects. The guidelines are not intended to tell you what should be repaired and what should be replaced. Those decisions should be made after consultation with qualified professionals. You may contact the BID for a list of recommended architects, contractors, and vendors with experience in doing restoration work of this style.

_____1. Proposed projects should be guided by historic photos. These photos can be found at the Municipal Archives* and can help you to identify key architectural components that will generate ideas for potential improvements. It is not required to follow all the details in the photos.

_____2. Successful storefront improvements will accomplish the following:

- Promote commercial activity within your property and along Pitkin Avenue

- Preserve unique architectural features and historic features of your building

- Adhere to NYC Small Business Service's _Storefront Improvements: A guide for Neighborhood Commercial Districts_

_____3. Improvements to the building should ensure long-term benefits to the building and commercial district. **All work should be performed by licensed professionals** with experience using the materials involved in your project (wood, brick, metal, cast iron, etc.).

_____4. New signage must follow the Pitkin Avenue Sign Code (See page 3 for sign code). All projects must remedy any existing building code violations.

_____5. All new security gates must be open-grid style (70% open) and comply with NYC law.

*The Pitkin Avenue BID can assist with finding your building's Municipal Archives tax lot photos.

PROJECT SELECTION GUIDELINES

Projects will be selected by the BID's Project Selection Committee, and decisions will be based on the project's adherence to the program's mission and it's design guidelines. Applications will be accepted on a rolling basis, so the sooner you apply the better your chances are for approval. The committee will use the following guidelines in evaluating your project:

____1. Preference will be given to projects that will have the greatest potential to positively impact the Pitkin Avenue district.

____2. Preference will be given to projects that fill a vacant space or assist in retaining a BID legacy business.*

____3. Preference will be given to projects that create new upper floor residential units.**

____4. The BID will assess applicant's ability to complete the proposed project. Applicants will be required to present a project budget and financing plan that outlines how the project will be funded.

____5. Projects that address the following will be preferred:

       - Correct existing code violations and resolve all health and safety concerns

       - Restore buildings or retail space that is in danger of razing

____6. The BID will distribute funds as fairly as possible. One property shall not receive more than one grant until the BID has had time to review other projects.

____7. Only applicants willing to sign a maintenance agreement will be eligible for a grant. The maintenance agreement, filed with County Clerk's Office of Kings County, requires all improvements be maintained for a minimum of five (5) years. Improvements that are altered or removed during this period shall be paid back on a pro-rated basis to the Main Street Program. The amount to be returned will be determined by reducing the original grant by one-fifth (20%) for each year the applicant was in compliance with the agreement.

_____   _____

Applicant's Signature   Date

To be considered a "Legacy Business" the business must be at least 30 years old and contributed to Brownsville's history. Legacy businesses must retain their business' name, brand and business type (retail category).

**Residential units must impose NYMS rent limits for Kings County for a period of 5 years.*