



APPLICATION

Development/Design Grant Program

The **Rochester Regional Community Design Center (RRCDC)** advocates for the value of good design, planning and public policy to support more livable and sustainable communities in the Rochester region. We provide funding and technical assistance to help community-based organizations hire architectural and planning assistance at the early stages of community revitalization projects. We also coordinate a variety of related educational activities to inform residents about the positive impacts of quality design on community reinvestment.

The purpose of the Development Design Fund is to improve the quality of revitalization efforts in distressed areas of our city. Grants will help community-based organizations to select and hire design professionals to work with them in the critical pre-development phase of projects.

The **Development Design Fund** is an RRCDC program that aids 501(c)3 non-profit organizations by awarding grants and providing technical assistance. Funds range from \$2,500 to \$5,000. These grants will support a wide range of projects, and will maintain an emphasis on implementation of existing plans and projects that have already gained some community participation. However, it will also support new planning initiatives where needed.

The **Development Design Fund** will support planning, design and early-action funding for projects that need professional consultants (architects, landscape architects, planners, environmental engineers), to perform pre-development work such as architectural drawings, community planning, urban design, and market analyses. Project types could include: buildings and sites, neighborhood planning, blight remediation, greening and sustainability initiatives, streetscapes, landscape design, development of design guidelines, and the like.

You can approach us with an idea for development and we will follow up with a meeting to help guide the process; we are here to be of assistance. Grant applications will be reviewed twice yearly in October and May. RRCDC staff will assist with developing a scope of work and a Request for Proposals (RFP), interviewing and selecting a consultant, and working with that consultant throughout the life of the project. Once you receive a grant, the RRCDC Development Design Fund Committee is also available to provide design reviews and general insights into your project.

When a project involves specific real estate development – as opposed to community planning – assistance is typically provided as a “recoverable grant.” If the development project moves ahead to construction, the Development Design funds are to be repaid (without interest) from construction financing sources. This enables the RRCDC to re-use the funds to support other vital community projects. If the project proves to be unfeasible, the funding can be forgiven as a grant.

Before you apply:

- **Contact Sebastian Baliva, at (585) 271-0520 or design@rrcdc.org to meet and discuss your project before you fill out an application.** This will help focus your application and address critical issues, which can vary widely from project to project. Please inquire sooner rather than later as the closer you are to the application deadline the less likely a RRCDC staff member will be able to personally meet with you.
- **Do not select an architect or consultant before receiving a Development/Design Fund commitment letter.** It is required that **applicants must follow a consultant selection process in cooperation with the RRCDC's Development/Design Fund Committee.** *For details, request a copy of our Consultant Selection Policy.*
- **Support for your project idea.**
 - We welcome letter(s) of support for your project that speak about its potential positive impact on the community; and
 - Your organization's ability to carry the project forward;
 - Letter(s) can come from community members, business association, city staff, and others that can provide positive input.

Application Process: *After you meet with RRCDC staff to discuss your project, we will ask you to complete the attached Development/Design Fund Grant Application. Please type your answers directly in the space provided. Your application will be reviewed and presented to the RRCDC's Design Fund Committee (DFC) for award recommendations.*

Grant requests up to \$5,000, are awarded by the RRCDC after consulting with the Design Fund Committee and Board of Directors.

The Design Fund Committee and Design Center Board consider the following factors in reaching their funding decisions:

- Design & planning impact;
- Community need;
- Community support;
- Organizational capacity;
- Potential for future implementation;
- Project feasibility;
- Strategic and catalytic impact; and
- Potential for repayment.

We understand that at this early stage of your planning, you may not have detailed answers to all the application questions. We also know that we are requesting a good deal of information from you in connection with what may be relatively small funding assistance. However, precisely because our funds are limited and in high demand, we need to assemble enough information to direct funds to **projects with reasonable prospects for success and community impact.** Just as importantly, answering those questions will help clarify your project goals and key issues for yourself and for other funders you may have to approach later.

Electronic applications must be received by 5pm on June 3, 2013.

Please be as concise as possible in your application. If possible please scan all supporting documents along with your application and provide one pdf in the order of the required attachments.

Required Attachments:

- Current Board of Directors List;
- Board Letter Support;
- IRS 501c3 determination letter;
- Lot / Block Maps – *these can be requested from the City (include contact info);*
- Site photos;
- Sales agreements (if applicable);
- Letters of support for project;
- Time schedule
- Project budget.

Anticipated Timeline

March/April 2013 - Informational meetings

April/ May 2013 – Interviews

May 17 2013 – Applications Issued

June 14 2013 – Grants Awarded

If you have any questions, please contact the RRCD's Development Design Program coordinator Sebastian Baliva, (585) 271-0520, or design@rrcdc.org.

Please answer in the spaces provided.

Project Name:

Organization:

I. Project Description

1. In a few words, what is the project? (100 words)

The project is the total renovation of the building located at 130-134 Webster Avenue. This building was formerly a apartment house and contains two storefronts. Dazzle School/Schubert Centre LLC plan to renovate this building to be the new Dazzle School building. As Dazzle has grown considerably we now need more space than we have at 110 Webster Avenue. 130-134 Webster Avenue is the perfect answer, not to mention the renovation of a beautiful older building to improve the streetscape and the overall Beechwood community.

2. Where is the project located (neighborhood, address, corridor, etc)? (100 words)

130-134 Webster Avenue, Rochester, New York 14609

3. What led your organization to this project? (100 words)

This building is directly in line with Dazzle’s already existing buildings, ie: Dazzle Theatre at 112 Webster Avenue and Dazzle School and Administration building at 110 Webster Avenue. We have been trying to secure this building for approximately five years and were successful in a city tax auction roughly two years ago. We now have what we call our Dazzle campus with all of our buildings in a convenient row, renovating them one at a time. This building is our newest addition. We continue to look at other properties in the area as well.

4. What services do you want explored by the Design Center funded consultant? (pick 3) To check a box, double click the box and select “checked”.

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Architecture | <input type="checkbox"/> Planning | <input type="checkbox"/> Gateway |
| <input type="checkbox"/> Market study | <input type="checkbox"/> Housing | <input type="checkbox"/> Business Districts |
| <input checked="" type="checkbox"/> Mixed Uses | <input type="checkbox"/> Blight | <input type="checkbox"/> Vacancy |
| <input type="checkbox"/> Foreclosures | <input type="checkbox"/> Transportation | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Green spaces | <input type="checkbox"/> Other | |

5. What area of design concentration do you want explored by the Design Center funded consultant?

- (pick 3)
- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Architecture | <input type="checkbox"/> Planning | <input type="checkbox"/> Gateway |
| <input type="checkbox"/> Market study | <input type="checkbox"/> Housing | <input type="checkbox"/> Business Districts |
| <input checked="" type="checkbox"/> Mixed Uses | <input type="checkbox"/> Blight | <input type="checkbox"/> Vacancy |
| <input type="checkbox"/> Foreclosures | <input type="checkbox"/> Transportation | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Green spaces | <input type="checkbox"/> Other | |

6. What work products do you anticipate?

- Cost Estimates** **Renderings** **Perspectives**
 Plans **Phasing Strategies** **Market Study**
 Other

II. Community

1. Has your neighborhood developed a community plan?

- i. **Yes - What year?** **No**
ii. **If so, does this project fit into the broader community revitalization strategy?** (200 words)

iii. If not, how will this project gain community wide support? (100 words)

Executive Director Anne Harvey has had many meetings with the City of Rochester and the Beechwood Coalition at which she has presented initial rough drawings of this project and fully explained the scope of the project. The entire Beechwood community continues to stand by us with this project and, during the purchase process (city tax auction) the immediate neighbors signed a petition saying they are all in favor of Dazzle and this and other projects in the area.

2. How will your organization engage the community during the project? (500 words)

As in the past, Dazzle and Schubert Centre have encouraged and entertained the community in coming forward helping us clean out this building, donate time to plant shrubs, mow, mulch and continue to work with us in general upkeep so this area presents itself as a cared-for, safe and healthy community for our families. When this building was being cleaned out even the United States Navy sent nine individuals who helped with the project!

3. Who are your community partners/stakeholders ? (200 words)

Beechwood Coalition, City of Rochester, Mercy Outreach Services, NEAD, local churches and the immediate neighbors in the area. Also, RIT and Nazareth College.

4. Who are your project partners/stakeholders ? (200 words)

Architect, general contractor, Irondequoit Landscape, Inc. and our attorneys at Nixon Peabody.

5. Will you work with other organizations outside of your neighborhood (regional, community based or city wide)? If so, which ones? (200 words)

Yes, hopefully. This is our plan. Mostly the City of Rochester and Monroe County. We want the entire city to be included in our projects and encourage inclusion with the communities to come and share our space.

III. Impact/Implementation

1. What is the visible impact of your project in the short and long term? (100 words)

At this time this is the only building in the block between Garson and Parsells Avenue that is not in good repair and is very unattractive. This project will make this building shine. With total renovation inside and out it will not only compliment the streetscape but will also be a safe, healthy and welcoming environment for all that make use of it.

2. What is the potential economic development impact of your project in the short and long term? (100 words)

The renovations of this building will bring in property taxes to the government entities (Schubert Centre LLC is owned by Dazzle School of Visual & Performing Arts, INc., a non-profit, 501-C-3 organization and the sole member of Schubert Centre, LLC, therefore Schubert pays property taxes on this property) ie: city and county, jobs will be created as Dazzle needs to hire employees due to the growth of Dazzle School and its services it provides, generation of a more people-friendly corridor for the community to enjoy, as well as collaborations that Dazzle will have with vendors coming into the area for various services.

3. What is the potential design, planning, or implementation impact of your project on your neighborhood, nearby neighborhoods and on the city? (100 words)

This is a major renovation of a building that although in fairly sound structure, lacks roofing, exterior design, windows, façade changes and updates, interior walls, ceilings, all new plumbing and electrical, painting, flooring, not to mention an elevator due to being two floors and must be all handicapped accessible as per ADA and all state and federal requirements. Construction noise, vehicles and delivery of equipment is expected however the immediate community is loving this improvement as per the Beechwood Coalition members and the City of Rochester. This is also supported by Councilwoman Elaine Spaul and NET office director Nancy Johns Price.

4. Do you have site control or can obtain site control or work with property owners at the project site? If so, please provide evidence. (100 words)

Not at this time. Possibly as we move forward this could be an option.

5. **What obstacles do you face in completing the project and how will you overcome them?** (100 words)

Community issues

Difficult Site

Funding

Zoning

Other

IV. **Financial** (If you are applying for a planning/pre-development grant, please fill out questions 1-3. If you are applying for an implementation grant, please answer all questions)

1. **What will the total project cost be (preliminary estimate)?**

At this time we have a rough estimate of \$400,000+

2. **What amount of funding are you requesting from the Design Center?**

\$5,000

3. **What other source(s) of funding do you currently have or plan to pursue for this phase of the project (loans, grants, investment, etc..)? (100 words)**

City of Rochester has pledged \$40,000 so far with the possibility of further funding as long as we can show we are also raising funding and not just depending on them. PLEASE NOTE: If the Design Center can assist us in finding funding that would be very helpful and make this project move forward in a more timely manner. This building has been sitting for over two years now and we do not want to chance additional damage, vandalism, etc.

4. **How would you assess the financial feasibility of this project? (100 words)**

The renovation of this building is certainly a win-win for not only the community as a whole but for accommodating Dazzle School's growth as well. Again, we are currently fundraising to help with these costs, working with the city for funding and writing grants trying to raise monies.

5. **How will the project sustain itself financially? (100 words)**

Dazzle School is a NYS Certified provider Agency providing services Through Office of People With Developmental Disabilities (OPWDD) in Albany. Dazzle has Dept. of Health certification and approval to bill Medicaid for every family with a disabled individual that we serve. Our enrollment continues to grow and there is also a waiting list for our services. This, along with fundraising, grants, donations keep Dazzle School in a financially healthy and solvent position according to our CPA/Auditor Ellyn Schaffer.

6. When a project involves specific real estate development – as opposed to community planning – assistance is typically provided as a “recoverable grant.” If the development project moves ahead to construction, the Design Center funds are to be repaid (without interest) from construction financing sources. Do you think you will be able to repay the Design Center grant?

Yes No

Reason

V. Organizational Description

1. Please provide a brief history of your organization (within the past five years) and describe its organizational capacity, including: contact information; mission; staff size; current funding sources; budget; major achievements; and development experience. (500 words)

Dazzle School of Visual & Performing Arts, Inc. was incorporated as a non profit 501-C-3 in 2002. We are state certified by OPWDD, the Department of Health and have a letter of recognition from the NYS Education Department. We are state certified to serve those with developmental and intellectual (mental retardation) disability. We have 62 enrolled students with disabilities and work closely with other agencies such as CDS, ARC, Heritage Christian Services, Easter Seals and Finger Lakes Developmental Disabilities Regional Office on Westfall road where Anne Harvey, Director, worked for 34 years then opening Dazzle School. She now has 45 years in this business.

Contact Information: Anne Harvey, Executive Director/Founder, 585-288-0050, Fax-585-288-0051, mail@dazzleschool.org

Mission: To be the premier school of arts-with-education in visual, performing, technical and creative arts as well as everyday living and working skills to those with and without developmental and intellectual disabilities and to be recognized as the undisputed leader in promoting through training and instruction, culture, technology, vocation and financial literacy.

Staff Size – 26

Current Funding Sources – Medicaid billing, Dazzle Theatre leases, grants, donations.

Budget- Please see attached.

Major Achievements- Dazzle was started from the ground up when Executive Director retired after working for Monroe Developmental Center, FingerLakes DDSO for 34 years. It took five years to do all of the regulation manuals requested by the State to get our certification and billing approval. In 2006-2007 we were certified and passed all tests. We now have grown with our enrollment and our services to the point that we need this building, the quicker the better. In the meantime we started with a bare-bones staff of three people and 6 individuals attending. We now have over 60 individuals enrolled and a staff of 26. We also have opened an in-

home program where our staff of LMSW,s, MSW, Case Workers and Behavior specialists go into the homes to offer behavior support issues with the families. We have acquired two donated, brand new buses to transport our individuals to and from program and field trips and community activities from the NYS DOT program 5310. We have also acquired our third building, (130-134 Webster Avenue) and have renovated and now occupy two others. We also just acquired the parcels across the street, 143-147 Webster Avenue and 1-3 Curran Place and have recently erected a brand new, all inclusive playground for our kids and the community for inclusionary activities. We further plan to build an outdoor theatre for the community enjoyment next year on Curran Pl.

Development Experience – 112 Webster Avenue, Dazzle Theatre (working with NEAD) then purchased it. 110 Webster Avenue, purchased at City Tax Auction and totally renovated and developed for \$256,000, mortgaged. 143-147 Webster Avenue, built new playground (a \$76,000 playground which was all donated including all labor and landscaping, with the exception of \$12,000) and currently working with the City of Rochester to put in all new parking and landscaping in the front of this lot facing Webster Avenue.

- 2. Please specify your organization's role in past development activities. (250 words)**

The major player, ie. Purchases, ideas, designs, completion.

- 3. Please explain why you think your organization can successfully complete this project. (250 words)**

Experience, determination, passion and need.

- 4. What is the timeline of the project requesting funding?**

TBD not sure at this time.

- 5. Has your organization received past funding from the Design Center? If so, where and what was the outcome? (100 words)**

No.