

## Frequently Asked Questions

### *Who is eligible to apply for project funding assistance?*

All businesses on the US 183 Corridor are eligible to apply. Use of project funds will be focused on safety, mobility and aesthetic improvements to commercial property.

*I would like to apply, but I don't want to pay for expensive consultants before I know if my project will be seriously considered. Will I have any assurance of funding when I apply?* Fees for the professional services associated with developing a concept plan for your project are included among the eligible costs for funding. There is no need to hire consultants or secure bids for your project until you have completed your pre-application meeting and feel comfortable with the process. The award of funding will be at the sole discretion of the 4B Corporation. However, the city staff will work closely with you to ensure that your project falls within the established criteria.

### *I have never applied for project funding from the city before. Where do I start?*

As you consider possible improvements to your property, carefully think about each one of the eligible project categories as it relates to your property. All applicants are encouraged to meet with city staff for a pre-application meeting prior to completing an application. During your pre-application meeting, city staff will help you determine which categories are best suited to your property and which enhancements fall within the funding criteria.

### *What should I expect to accomplish during the pre-application meeting, and how should I prepare for the meeting to make sure it is productive?*

The goal and purpose of the pre-application meeting is to discuss improvement options for your property that directly relate to the funding program and are appropriate for the application. Before your pre-application meeting, set aside time to review the eligible project categories and make a list of potential projects that you would like to discuss. If you have ideas for improvements, feel free to draw a simple sketch of your ideas. If you have an existing site plan for your property, please bring it with you to the meeting. If you would like to receive an aerial photograph of your property before or after the meeting, the city will provide one to you free of charge. Call 401-5060 for this service.

*I am not sure how to determine the options for improvements to my property, and I don't have drawings or site plans. Do I need to have plans drawn up before my pre-application meeting?* There is no need to have professional drawings of your property for the pre-application meeting. Simply take some time to consider your property and the eligible project categories before your meeting and come prepared to discuss your options with city staff. During your pre-application meeting, city staff will help you determine which categories are best suited to your property and which enhancements fall within the funding criteria. If you would like to receive an aerial photograph of your property to use as a reference, the city will provide one to you free of charge. Call 401-5060 for this service.

### *If my application is approved for funding, how much will I receive and when I will receive the money?*

Funding will be given for a portion of the total eligible costs of the project not to exceed \$50,000 or available funds. Compensation will be administered based on receipt of invoices up to the fixed amount (percentage of total eligible costs) specified in the agreement between the property owner and the 4B Corporation. Schedules of the scoring system and corresponding funding can be found in the Application Review and Award Process and Distribution of Funds sections of the Application Guide.

### *Why should I consider a joint application with my business neighbors?*

You may discover significant efficiencies as well as a greater environmental impact by pooling your efforts and resources toward a common goal. For this reason, projects with two or more businesses partnering will be prioritized and will therefore have the opportunity to receive more funding than a single business dependent on the total project's ability to meet the project goals.

### *Are construction drawings required in order to apply for funding assistance?*

All design and construction plans must be submitted with your completed application and approved by the 4B Board prior to the distribution of funds. Projects must meet the appropriate project goals in order to be funded.

### *Will I be reimbursed if I start construction prior to the official funding award?*

Building or business owners must apply for funding assistance before work has begun. Work completed prior to the award is not eligible for funding.

### *As a small business owner, I have limited financial resources for enhancements to my property. I need to have a better understanding of my share of the funding before I apply. Is there a way to estimate how much my share of the cost will be if my application is approved?*

All applicants must be able to contribute financially for a portion of the total project cost. We understand the significance of this investment. For this reason, we encourage all applicants to attend a pre-application meeting to review your project ideas with city staff to ensure that they fall within the project categories that are eligible for funding consideration. After your pre-application meeting, you should have a clear idea of the scope of your proposed project. This information is essential in order to secure project bids for your application. Once you have secured bids, you may use the funding chart above to estimate your share of the funding if your application is approved.

quality and help reduce visual clutter.

Additional information, is available online at <http://www.cedarparktx.us/cp/study.aspx> or at the City of Cedar Park offices located at 600 N. Bell Blvd. Call us at 401-5060 to receive information by mail.



## US 183 Corridor Enhancement Project Funding Application Guide

The Cedar Park Community Development Corporation (4B Board) has been working in conjunction with the City Council and the community to establish and implement an enhancement plan for the US 183 corridor. As you know, this is a major gateway to our city, and the 4B Board is proud to partner with local businesses through this cooperative project funding program. By working together to refine the entire US 183 Corridor, we believe this gateway will be a safer, more beautiful destination that inspires residents and visitors to support your business.

### Our Vision

To enhance the US 183 corridor of Cedar Park, creating a safer, more attractive destination that inspires residents and visitors to support local business.

### Our Commitment

To partner with business and property owners to improve the safety, convenience of access, mobility and aesthetics of their site along the US 183 corridor through collaborative planning and shared funding.

### Getting Started

As a business located on US 183, you understand the significance of this corridor as a principle gateway into our city. Thank you for your interest in the program, it is a clear indication of your commitment to community development. The application process consists of three simple steps: 1) a pre-application meeting with City staff, 2) application submittal, and 3) application review. We want your participation and will work closely with you to ensure that the application process is simple and efficient. To begin, simply contact Duane Smith at (512) 401-5060 or [smith@cedarparktx.us](mailto:smith@cedarparktx.us) and a pre-application meeting will be scheduled.



The offices of Dr. Michael Farst prior to project completion.

### Eligible Project Categories

Working with the business and land owners along US 183 and other stakeholders, the 4B Board published a study\* that prioritizes project goals for corridor enhancements.

These have been divided into 2 categories:

1. Safety and Access Management
2. Aesthetics

As you consider possible improvements to your business site, carefully think about each one of these categories as it relates to your property. During your pre-application meeting, city staff will help you determine the improvements that are best suited to your property and which enhancements fall within the funding criteria.



The offices of Dr. Michael Farst after participation in the US 183 Corridor Enhancement Project.

\* The US 183 Enhancement Study is available for review at your convenience. Simply log onto the city's website at <http://www.cedarparktx.us/>, select the "Economic Development" tab followed by the "Community Dev (4B)" menu. The study is the last item on the menu.

*"I strongly encourage participation in this program. It is a great funding opportunity. Duane Smith with the City of Cedar Park was very helpful throughout the entire project." Dr. Farst*

## Safety and Access Management

Elements of safety and access management include driveway closures, driveway consolidation, removal of visibility barriers, driveway alignment for facing businesses, and redesign of parking lots for joint access for property located in high accident locations as defined by the US 183 Enhancement Study. Also included is the addition or renovation of sidewalks. These activities will help decrease the number of traffic accidents along US 183 and will keep cars moving in a safe and continuous manner along the corridor.

### *Would patrons to your business benefit from any of the following improvements?*

- Driveway Closure: to prevent excess braking and turning and to minimize excessive access points along the corridor
- Driveway Consolidation: to minimize ingress and egress along corridor and to allow properties to share driveways for joint use where applicable, congestion relief
- Driveway Alignment: to minimize conflicting turn motions within the corridor, conflict mitigation
- Removal of Visibility Barriers: to allow vehicles safe means of turning, allowing a more continuous flow of traffic
- Redesign of Parking Lot for Joint Access
- Addition to or Renovation of Sidewalk or other Pedestrian Links to Businesses



Joe Jooya, Property owner and participant in the US 183 Corridor Enhancement Project

## Aesthetics

Aesthetic elements will include: sign replacement from pole to monument type sign, addition to or modification of landscaping along the corridor, addition of pedestrian amenities such as benches or trash receptacles, and addition of lighting elements. These eligible activities will serve to enhance the overall appearance of US 183.

### *Would patrons to your business benefit from any of the following improvements?*

- Sign replacement or relocation (Pole to Monument sign)
- Addition or modification of Landscaping along 183 Corridor
- Addition of Pedestrian Amenities
- Addition to or Modification of Lighting Elements
- Other

## High Priority Area (See list of addresses in Attachment A of the application)

You may be eligible for these additional points if your business address is listed on Attachment A.

## High Accident Location (See list of addresses in Attachment A of the application)

You may be eligible for these additional points if your business address is listed on Attachment A.

## Joint Applications

As you think about possible improvements to your property, you may wish to consider collaborating with one or more business neighbors. You may discover significant efficiencies as well as a greater environmental impact by pooling your efforts and resources toward a common goal. For this reason, if you choose to apply for funding with an adjoining or facing business, your joint application will receive additional points in the scoring process and will therefore have the opportunity to receive a higher funding amount from the Board. These additional points are detailed in the Application Review and Award Process section. For joint applications, both adjacent and facing businesses must commit to actively participating in proposed project and plan to make enhancements to their respective properties. Applicants who receive funding are prohibited from applying to the program again in the future independently or with a joint applicant.

## Funding Application Process

Once you have completed the pre-application meeting and clarified the scope of your proposed project, you will begin completing your application. The first step will be to finalize the scope of your project. The complexity of your project will determine the types of professional services you will need in order to complete construction drawings. These construction drawings will be useful as you seek bids for your project. They will also be submitted with your completed application for the 4B board to review as they evaluate your project. If your time is limited and/or you wish to outsource the coordination of bids and completion of the application to a processor, fees associated with this service are eligible for reimbursement. The 4B board will carefully review and respond to your completed application within 60 days from the date of receipt.

## Application Review and Award Process

The 4B Corporation has established an application process that is open to any business or land owner along US 183. You will provide a simple description of the current property and the proposed renovations in your application. Your application will be carefully reviewed by the 4B board and considered for funding assistance based on its ability to meet the project categories. Generally, your application must score a minimum of 60 points to be considered for full funding. You will be invited by phone or email to attend the meeting during which 4B will review and evaluate your application. Each element of your project will be evaluated using the following simple scoring system:

Project Category	Total Possible Points
Safety and Access Management	55
Aesthetics	45
High Priority Area	5
High Accident Area	5
Joint Application (2 or more applicants)	10
<b>TOTAL POSSIBLE POINTS</b>	<b>120</b>

*Please Note:* A project score of 60 points has been set as a benchmark for review and evaluation purposes and does not guarantee project funding. The 4B board will make all final funding determinations based on merit and staff recommendation.

## Distribution of Funds

Funding will be administered on a first come, first served basis dependent upon the availability of funds and the project's ability to meet the project goals. Funding for qualified projects will be awarded based on priority and the project's ability to meet the project goals. In case of more projects than funding, projects will be prioritized based on project goals. As an individual applicant, if your project scores 60 points or more, typically you will receive the full funding amount of 75% for eligible project costs up to \$50,000\*. Joint applicants (2 or more participating businesses applying together) may receive funding for eligible project costs up to \$100,000. Reimbursement will be administered within 30 days following receipt of invoices up to the fixed amount (percentage of total eligible costs) specified in the agreement between the property owner and the 4B Corporation.

Fully Eligible Project Funding: 75%\*

*\* Up to \$50,000 of eligible project costs per individual business*

*Note:* You must be willing to help participate in the funding of your proposed project. The 4B Board will use specific criteria to evaluate each project and score it to determine whether and how much to fund.

## Eligible Costs

Eligible costs that may be included in a project application for Community Development (4B) Board funding are those costs directly associated with:

- Surveys
- Design
- Engineering
- Preparation of construction documents and applicable permitting fees
- Landscape acquisition and plantings
- Sprinkler and/or water system installation
- Construction of sidewalk and curb
- Design of multiple or single tenant signage
- Relocation/Replacement costs for signage
- Legal fees related to granting of sidewalk easement and/or joint access agreements
- Fees for the services associated with developing a concept plan
- Fees for the services of an application and/or project processor