

## **BUSINESS FAÇADE GRANT PROGRAM**

### **I. STATEMENT OF PURPOSE**

The purpose of the Business Façade Grant Program is to provide incentives in the form of matching grants to encourage the retention and relocation of business to targeted areas within the City of Daytona Beach Community Redevelopment Areas. The program is intended to assist retail merchants and restaurants with costs related to signage, awnings and exterior improvements to buildings.

### **II. ELIGIBILITY**

Any existing or targeted new business within targeted areas of the City of Daytona Beach Community Redevelopment Areas are eligible to apply for assistance. Generally, the following are targeted areas:

1. Main Street Redevelopment Area: E-Zone
2. Downtown Redevelopment Area: Beach Street Shopping District
3. Midtown: MMB & MLK Corridor (Neighborhood Retail & Restaurants)

### **III. ELIGIBLE PROJECTS**

In general, the intent of the guidelines is to restrict funding to visible improvements of the exterior façade for commercial buildings. The following exterior improvements are eligible, but not limited to:

1. Installation or rehabilitation of doors or windows.
2. Signage for new or existing business.
3. Repainting that is consistent with approved color scheme.
4. Installation or replacement of fabric awnings.

### **IV. PROJECT FUNDING**

The projects will be funded with available funds from the applicable Redevelopment Trust Fund based on the following limits:

#### **A. Funding**

1. Existing targeted businesses may receive awards of up to 50% of the total project cost with no single grant exceeding \$2,500.
2. New, expanded or relocated targeted businesses (see attached list) may receive awards of up to 75% of the total project cost with no single grant exceeding \$6,000.

#### **B. Limit on Allocation of Funds**

No applicant may receive more than \$6,000 over the entire life of the project. Individual properties may receive multiple allocation of funds for new tenants. There is a two year limit between tenants. Properties with multiple tenant space may apply for funding based on individual tenant spaces.

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**C. Matching Funds**

Match must be in cash.

**D. Disbursement**

Grants will be awarded on a first come, first serve basis. In order to insure that funds are provided, improvements to be made under this grant program must be initiated and completed within ninety (90) days after submitting the grant application.

**V. PROGRAM ADMINISTRATION**

The Redevelopment Staff is responsible for the management of the program. The program is subject to overall policy direction and general oversight by the Daytona Beach Community Redevelopment Agency (CRA).

Grants will be administered following the City's purchasing policies. The Redevelopment staff will receive and process recommendations for approval. Redevelopment staff will work with the grant applicant to ensure the applications comply with the codes and ordinances of the City of Daytona Beach.

**A. Application Process**

1. Applicant (owner/lessee) contacts Redevelopment staff for a Grant Application. If the applicant is the lessee, written consent of the owner should be attached to the application.
2. Redevelopment staff discusses the process, including permitting needs, with the owner/lessee and/or their contractor/architect.
3. Owner/Contractor/Architect prepares a detailed outline of the proposed project. This will include:
  - a. Photographs, clearly showing existing conditions.
  - b. Detailed drawing, to approximate scale, showing proposed improvements.
  - c. Written specifications outlining scope of work.
  - d. Sample of facade colors to be used on facade and signs.
  - e. Project budget, showing estimates of all work items.
4. Redevelopment staff reviews the project to ensure compliance with program guidelines.
5. Redevelopment staff informs applicant of funding decisions.
6. Applicant/Contractor presents plans to Permits & Licensing Division for review of building regulations.
7. Permits & Licensing Division issues building permit.
8. Project work commences within 30 days of obtaining a building permit.
9. Upon completion, City of Daytona Beach approves work and issues a Certificate of Completion to applicant.
10. Applicant provides Redevelopment staff with documentation of project, permits, certificate of completion, canceled checks or paid receipts.

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11. Redevelopment staff inspects project to determine compliance with guidelines and issues a request for payment to owner/lessee.

**B. Grant awards criteria:**

Grant awards will be based on the following criteria:

1. Consistency of the project with established redevelopment design guidelines.
2. Project includes eligible expenses.
3. The property owner or **lessee** does not owe the City money.
4. The property has a taxable value (property owner pays ad valorem taxes)

**C. Permits and Contractors**

1. Construction work must be done by a licensed contractor.
2. **PERMITS WHICH MUST BE PULLED:**
  - Electrical
  - Awnings
  - Signage
  - Renovation – Structural Renovation or Structural Aesthetic Changes

No permits are needed for painting. Paint colors must be approved by Redevelopment staff.

**VI. PROJECT DESIGN GUIDELINES**

1. Changes to the facade of the building will not remove, alter, damage, or cover up significant architectural features of the building which are original or which reflect a major alteration or addition that has historic architectural value in its own right, or which help create a unified and attractive appearance to the building.
2. Colors harmonious with the character of the Redevelopment Area, are required.
3. The size, color, and shape of all signs shall compliment the building, and meet all applicable city regulations and guidelines.

## **ATTACHMENT: TARGETED BUSINESSES**

### **DOWNTOWN REDEVELOPMENT AREA**

#### **Retail / Restaurant**

Attract businesses that serve the needs of the following customer base:

- ❖ Halifax Region residents that have \$50,000+ household income with professional occupations, generally empty-nester or retired.
- ❖ Office Workers – business lunch or business services
- ❖ Local Downtown Residents – neighborhood services

Beach Street: *Unique Shopping – Restaurant Row – Cultural Attractions*

- Unique Shopping, including, but not limited to:
  - Home Décor / Home Gifts
  - Jewelers
  - Art & Music Galleries
  - Stationary & Flower shops
  - Clothing & Apparel (Professional / Upscale Men's & Women's)
  - Sporting Goods (Bicycle / Outdoor / Golf)
  - Book Stores
  - Wine / Cigar Shops
- Restaurant Row, including, but not limited to:
  - Full Service Restaurant (Lunch / Dinner)
  - Coffee Shops
  - Sandwich Shops
  - Ice Cream Shops
- Neighborhood Services, including, but not limited to:
  - Grocery / Food Market
  - Dry-Cleaner
  - Nutritional Shop

### **MAIN STREET REDEVELOPMENT AREA**

#### **Tourist Related Business**

Attract businesses that serve the needs of tourists:

- Shopping, including, but not limited to:
  - Art & Music Galleries
  - Book Stores
  - Clothing & Apparel (Professional / Upscale Men's & Women's/ Children / Teen)
  - Sporting Goods – Beach Related
- Restaurants, including, but not limited to:
  - Restaurants
  - Coffee Shops
  - Sandwich Shops
  - Ice Cream Shops

## **MIDTOWN REDEVELOPMENT AREA**

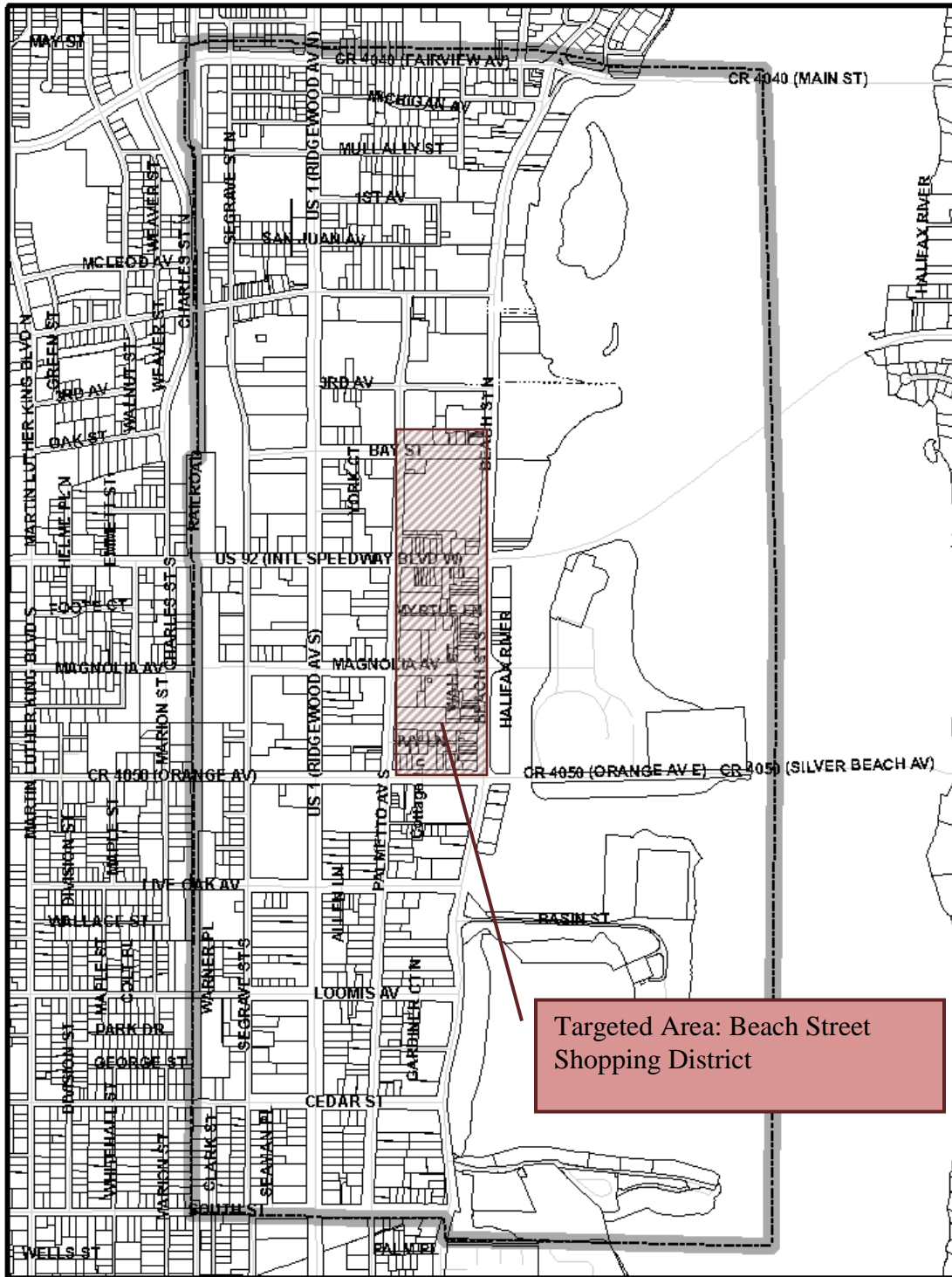
### **Retail / Restaurant**

Attract businesses that serve the needs of local residents in Midtown area.

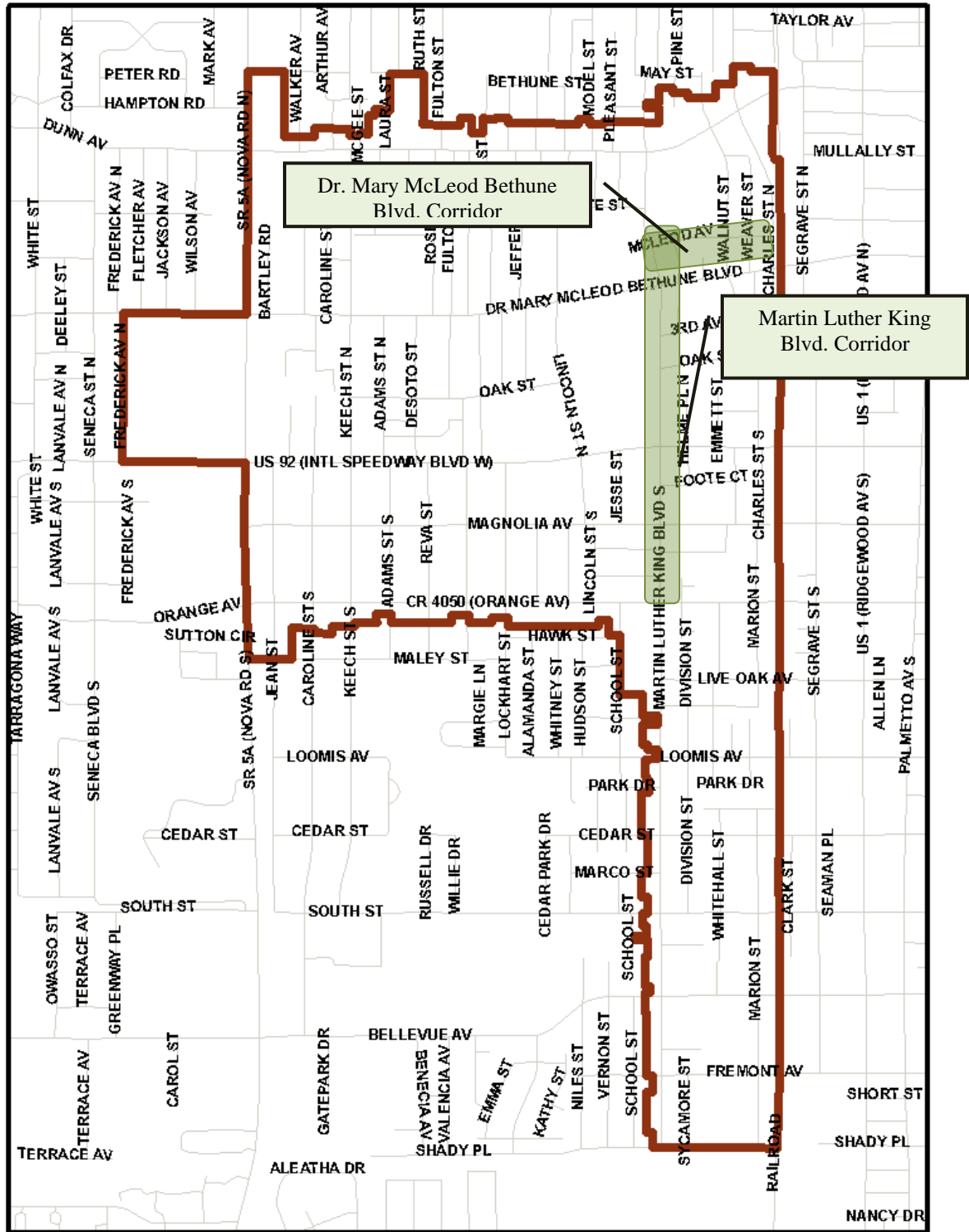
- Neighborhood Retail, including, but not limited to:
  - Grocery / Food Market
  - Dry-Cleaner
  - Nutritional Shop
  - Music & Entertainment Shops
  - Stationary & Flower shops
  - Clothing & Apparel
  - Sporting Goods
  - Book Stores
- Neighborhood Restaurants, including, but not limited to:
  - Restaurant/Diners/Cafes
  - Coffee Shops
  - Sandwich Shops
  - Ice Cream Shops

## TARGETED AREA LOCATIONS

### DOWNTOWN REDEVELOPMENT AREA



MIDTOWN REDEVELOPMENT AREA:



**MAIN STREET REDEVELOPMENT AREA: E-Zone**

