

# CRA Meeting

## August 24, 2020

### CRA Incentive Programs

# Incentive Program Types

- Business Improvement Reimbursement Program
- Design Assistance Program
- Real Estate Development Accelerator Program
- Mural Matching Grant Program
- Paint-up Program
- Brush with Kindness
- CDBG Housing Rehabilitation Program – Apply for FY 2019 Grant Cycle

## Business Improvement Reimbursement Program (Economic Development)

This public/private partnership program is designed to encourage commercial businesses to make visible, exterior façade improvements.

### Eligibility

- Buildings with commercial occupation & historic buildings within the CRA (non-profit are not eligible).

### Award Guidelines

- 50% of the eligible costs not to exceed \$10,000.

## Business Improvement Reimbursement Program (Economic Development)

### Eligible Activities

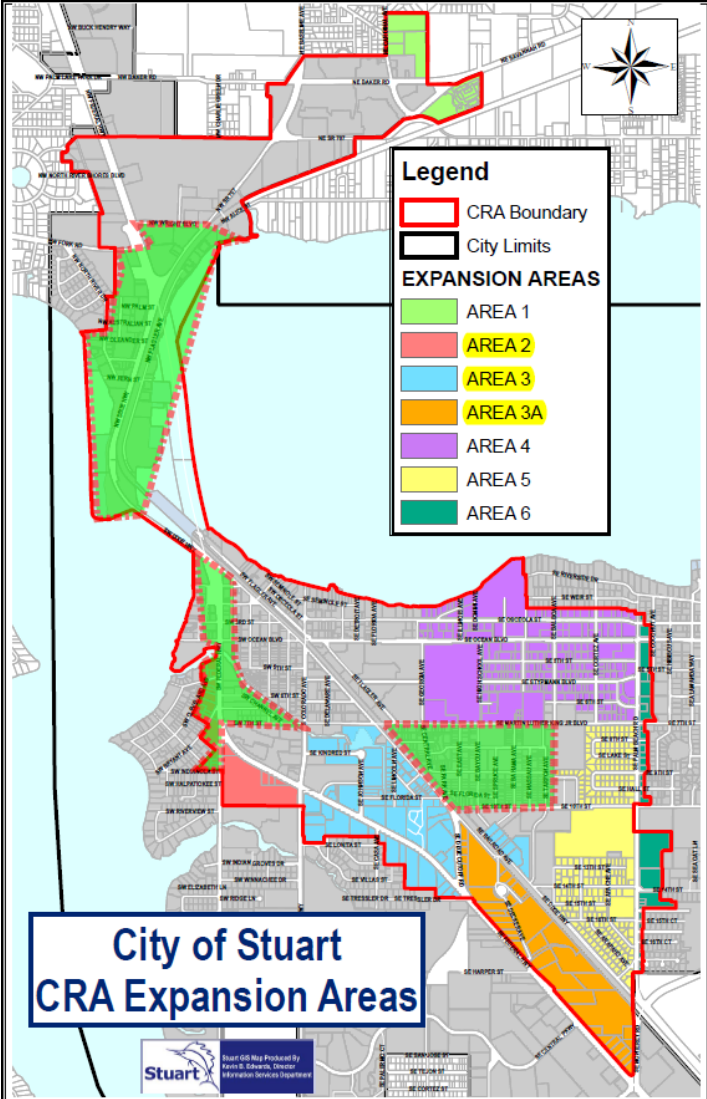
- Exterior architectural amenities to provide shade over the public right-of-way/sidewalk (e.g. *addition or improvement of new awnings, balconies, porches, entryways, or arcades*)
- Replacement of non-conforming pole signs to conforming freestanding or monument signs
- ~~Replacement of windows and doors~~
- ~~Decorative shutters (no metal panel shutters or accordion shutters)~~
  - ~~—Bahama Shutters~~
  - ~~—Colonial Shutters~~
- ~~Exterior stucco or siding~~ Exterior wall repair (stucco, brick or siding repairs and replacement)
- ~~Dumpster enclosures~~
- Xeriscape Landscaping (a maximum of \$1,500.00 or 15% of the total project, whichever is less, no irrigation) and fences (no metal chain-link)
- Parking lots, driveways, **walkways**, and streetscaping (i.e. benches, shade trees, bicycle racks)
- ~~Other exterior (street-side) façade improvements (considered on a case-by-case basis)~~
  - *Restoring or substantially beautifying, or enhancing the façade or elevation of a commercial building.*
  - *Removal of wall air-conditioning units on the building to energy efficient central air conditioning system*
- Architectural, engineering or landscape architectural services to design improvements to be funded through this program (maximum of \$500 in grant funding)

The following is not eligible for funding on its own but it may be funded as part of a more comprehensive façade improvement: replacement of windows and doors, replacement of awnings, exterior cleaning and painting, exterior lighting, decorative Bahama or Colonial shutters, and dumpster enclosures.

Business Improvement Reimbursement Program  
(Economic Development)

CRITERIA	POINTS
Within CRA Priority Areas?	10
Project further implement Urban Code?	15
Promote Historic Character of Neighborhood?	15
Project contribute to the CRA Goals?	25
Project enhance appearance of property?	25
First time Applicant?	10

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## Business Improvement Reimbursement Program (Economic Development)

Review Criteria	Maximum Points
Improvements will have more visual impact (highly visual elements of the buildings are being improved and visible from the street; side and rear building facades where improvements will serve to remove blight)	20
Match ratio of total renovation costs (projects that leverage more private investment will be scored higher than those seeking just the grant funding)	15
Facade project is part of a larger project that improves other exterior or interior parts of the building	10
Adjacent to other CRA projects (e.g. streetscape improvements, sidewalks, neighborhood improvements)	10
Site improvement that improve the pedestrian and transportation functionality of the property (such as shade trees, benches, bike racks, etc.)	10
Renovation and rehabilitation of historic buildings (listed on the City of Stuart Local Historic Register, National Historic Register, "1991 Historic Properties Survey" or local landmark designation)	10
Location within high traffic and/or high visibility area (e.g. Federal Highway, Dixie Highway, Ocean Blvd., Martin Luther King Jr. Blvd., Old Downtown District, "The Creek" Arts & Entertainment District, etc.)	10
Will serve as a catalyst for redevelopment	10
First time applicant	5
Total Maximum Number of Points	100



Business Improvement Reimbursement Program  
(Economic Development)

The following are the scoring tier that will be used to determine the grant award amount:

- Score ranging from 10-30 points, to qualify to receive up to \$3,000
- Score ranging from 31-50 points, to qualify to receive up to \$6,000
- Score ranging from 51-100 points, to qualify to receive up to \$10,000

## Design Assistance Program (Economic Development)

The CRA, together with the Development Department, has designed this program as an incentive to help stimulate development and redevelopment in the CRA.

### Eligibility

- All CRA properties qualify for this program.

### Eligible Activities

- Provide assistance for site development on a case-by-case basis for development and redevelopment projects, including conceptual site design, floorplans, and/or architectural renderings from a professional consultant.
- Constrained parcels, underutilized properties or group of parcels to promote development in the CRA.

### Award Guidelines:

- Eligible to receive assistance for up to \$5,000.

## Real Estate Development Accelerator Program (Economic Development)

This program is designed to accelerate development in the CRA by forming public-private partnerships to facilitate desired development projects.

### Eligibility

- Project investment over \$1 Million

### Eligible Activities

- Attracting, retaining, or expanding businesses.
- Rehab and renovation of underutilized vacant buildings.
- Promote development on vacant or underutilized parcels.
- Repurposing of vacant/old buildings.
- Mix of housing types to support diverse workforce.
- Vertical mixed-use developments having any combinations commercial/office/residential.
- Extraordinary development/redevelopment related costs such as: environmental cleanup, demolition, public infrastructure, off-site improvement, streetscape, etc.

### Award Guidelines (up to 5 Years)

- Minimum of 1 criteria – up to 20% TIF sharing
- Minimum of 2 criteria – up to 30% TIF sharing
- Minimum of 3 criteria – up to 50% TIF sharing



## Mural Matching Grant Program (Economic Development)

This public/partnership program is created to support local artists and become arts and cultural destination, which draws people to the area and boost economic activities.

### Eligibility

- Urban District, East Stuart and “The Creek” Arts & Entertainment District.

### Eligible Activities

- Funds to be used for new mural artwork that are adjacent to the public right-of-way or surface parking lots, or visible from the public right-of-way.

### Award Guidelines

- 50% of the eligible costs not to exceed \$3,000

## Paint-up Program (Residential Incentive Program)

This program is created to encourage residents to improve the appearance of their residential properties by repainting their homes.

### Eligibility

- Property owners/Residents in the CRA.

### Eligible Activities

- Exterior and primer paint, rollers, brushes and similar materials.

### Award Guidelines

- Voucher not to exceed \$500 at Sherwin Williams.

## Proposed Residential Façade Improvement Grant Program (Residential Incentive Program)

This program is created to encourage and assist property owners to restore and improve the appearance of their residential properties.

### Eligibility

- Property owners/Residents in the CRA.

### Eligible Activities

- Installation of front lawn landscaping (e.g. trees, shrubs, groundcover, rain garden)
- Installation of brick or textured driveway
- Repairing, replacing and or adding cornices, entrances, doors, decorative detail, porches, etc.
- Replacement of deteriorated or in-efficient windows
- Adding or replacing appropriate lighting or other design elements to enhance exterior character
- Renovation or rehabilitation of a historic home
- Exterior wall repair (stucco, brick, or siding repairs or replacement)
- Wood picket fences or wrought iron fences in front of the house (side yard eligible if corner property)
- Exterior painting (match is not required)

### Award Guidelines

- 50% of eligible costs not to exceed \$500
- Voucher not to exceed \$500 at Sherwin Williams for painting.

## Brush with Kindness (Residential Incentive Program)

This is a partnership program with Habitat for Humanity to serve low-income owner-occupied homeowners to maintain the exterior of their homes.

### Eligibility

- Owner-occupied homes within the CRA.

### Eligible Activities

- Eliminating housing related code violations and correcting safety issues.

### Award Guidelines

- A no-interest, affordable loan is made to the homeowner to cover the costs for material.
- Homeowners invest their time (sweat equity).
- CRA funds, volunteer labor and some donated materials help to keep costs low.

## Community Development Block Grant (Housing Rehabilitation Program)

These funds will be designated for single family housing rehabilitation for low to moderate income owner occupied homes within the City of Stuart.

### Eligibility

- LMI households – meet CDBG Income limits

### Eligible Activities

- Eliminating housing related code violations, and correcting safety and sanitary issues.

### Award Guidelines

- To be determined.



## City of Orlando (Request a Free Street Tree Program)

The City of Orlando provides homeowners with a free tree to plant along their streets to create a cooler and greener environment.

### Eligibility

- City of Orlando resident homeowner.
- Program offered year-around but trees are approved & planted in fall/winter.
- Within the right-of-way or on private property in front yard or side yard for corner lots within 20 feet or less from the ROW.
- Homeowner submit their request online and select tree preference and provide photo of the location to confirm any potential setbacks such as utilities.
- The site is inspected to determine the location of the tree and results are provided to homeowner.
- City crew installs the tree at the approved location.
- Homeowners responsibility to maintain the tree.

**Staff Recommendation – Utilize Tree Replacement Funds for City-wide program.**

Certified Local Government  
Division of Historic Resources – Historic Preservation Grants

	Small-Matching Grant	Federal Small-Matching Grant	Special Category Grant
Grant Amount	Up to \$50,000	Up to \$50,000	Up to \$500,000
Project Types	Survey, Planning, National Register Nominations, Education programs	Survey, Planning and National Register Nominations	Rehabilitation, Archeological Research, Acquisition and Museum Exhibits – Government Buildings/Non-profits (not available for private properties)
CLG Designation Benefit	No Match Required	10% of federal historic preservation subgrant (amounts to approx. \$110,000 available); Only CLG's can apply	No CLG benefit – Match required
Main Street (Special Exception)	No Match Required	No Match Required	No CLG benefit – Match required

## Budget Summary

Incentive Programs	FY 2020	Proposed FY 2021
Business Improvement Reimbursement Program	\$50,000	\$50,000
Mural Matching Grant Program	\$20,000	\$20,000
Paint-up Program/ Proposed Residential Façade Improvement	\$3,000	\$40,000
Brush with Kindness	\$40,000	\$20,000

## Recommendation

- Do you want to keep all the incentive programs?
- What changes do you want to make to the existing programs?
  - Eligible Activities
  - Award amount to application
  - Funding allocation for the program
- Add any new incentive programs?
- Recommend funding allocation for the existing and proposed new programs for CRA FY 2021 Budget.