CITY OF STUART
CRB MEETING
July 6, 2021

CRA Business Improvement Grant Program

Stuart DEVELOPMENT

The Stuart CRA Business Improvement Grant Program is an incentive program created to encourage property businesses to improve the exterior appearance of their building or storefronts within the Stuart Community Redevelopment Area.

GOAL OF PROGRAM

- This program is consistent with the CRA Plan
- CRA's throughout the state administer these types of programs
- Provides opportunity to increase property values = increase in TIF

- Reimbursement of 50% of the project costs not to exceed $10,000
- Must meet listed eligible improvements
- ANY business owner in the Stuart Community Redevelopment area is eligible (excluding non-profits)
- Criteria is provided for guidance with award

DESCRIPTION OF PROGRAM

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)	15
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.); or Located within the approved priority areas (map attached)	10
Will serve as a catalyst for redevelopment	10
First time applicant	10
Total maximum number of points	**100**

Scoring Tier

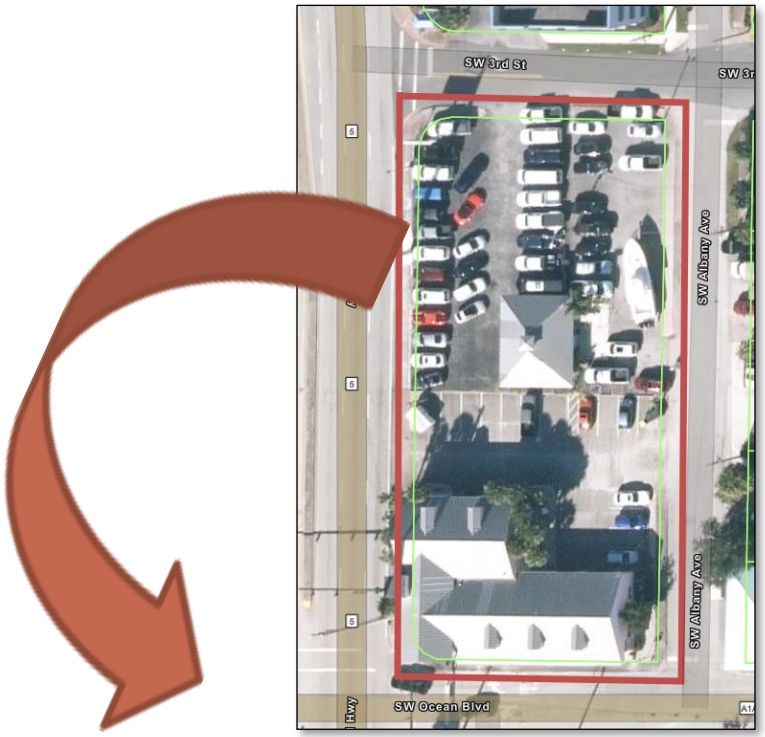
10-30 point = up to $3,000

31-50 points = up to $6,000

51-100 points = up to $10,000

Motor Cars of Stuart

- Located at: 309 S Federal Hwy
- Improvements:
  - Remove an existing pole sign and replace it with a monument sign





Lowest Cost Estimate: $15,897

Award: up to $7,948

Benefits to CRA:

- Remove non-conforming pole sign.
- Replacement with a monument sign will enhance the aesthetic of the Federal Highway frontage.
- Improve visibility and positive impact on the business.
- More attractive and adds value to the property.

Motor Cars of Stuart

Review Criteria	Maximum Points	Points Awarded
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)	15	15
Match ratio of total renovation costs (projects that leverage more private investment will be scored higher than those seeking just the grant funding)	15	7.5
Facade project is part of a larger project that improves other exterior or interior parts of the building	10	0
Adjacent to other CRA projects (e.g. streetscape improvements, sidewalks, neighborhood improvements)	10	10
Site improvement that improve the pedestrian and transportation functionality of the property (such as shade trees, benches, bike racks, etc.)	10	0
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	0
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.); or Located within the approved priority areas (map attached)	10	10
Will serve as a catalyst for redevelopment	10	0
First time applicant	10	10
Total maximum number of points	**100**	**52.5**



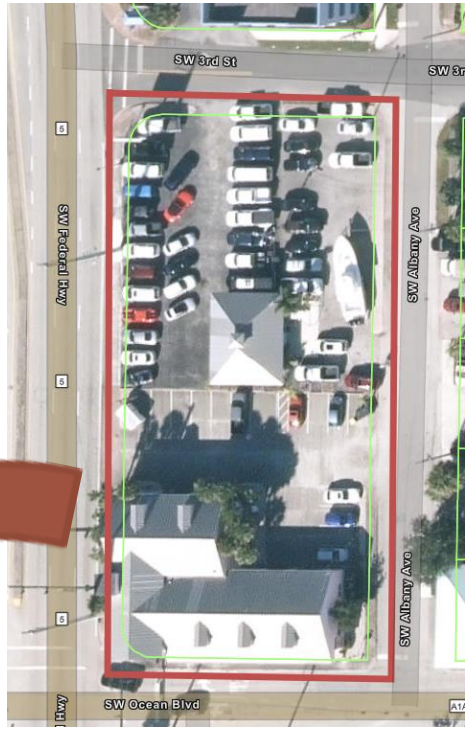
Existing Pole Sign



Proposed Monument Sign

Tropic Tint

- Located at: 317 S. Federal Hwy
- Improvements:
  - Remove an existing pole sign and replace it with a monument sign





Lowest Cost Estimate: $16,354

Award: up to $8,177

Benefits to CRA:

- Remove non-conforming pole sign.
- Replacement with a monument sign will enhance the aesthetic of the Federal Highway frontage.
- Improve visibility and positive impact on the business.
- More attractive and adds value to the property.

Tropic Tint

Review Criteria	Maximum Points	Points Awarded
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)	15	15
Match ratio of total renovation costs (projects that leverage more private investment will be scored higher than those seeking just the grant funding)	15	7.5
Facade project is part of a larger project that improves other exterior or interior parts of the building	10	0
Adjacent to other CRA projects (e.g. streetscape improvements, sidewalks, neighborhood improvements)	10	10
Site improvement that improve the pedestrian and transportation functionality of the property (such as shade trees, benches, bike racks, etc.)	10	0
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	0
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.); or Located within the approved priority areas (map attached)	10	10
Will serve as a catalyst for redevelopment	10	0
First time applicant	10	10
Total maximum number of points	**100**	**52.5**



Existing Pole Sign
(destroyed in hurricane)

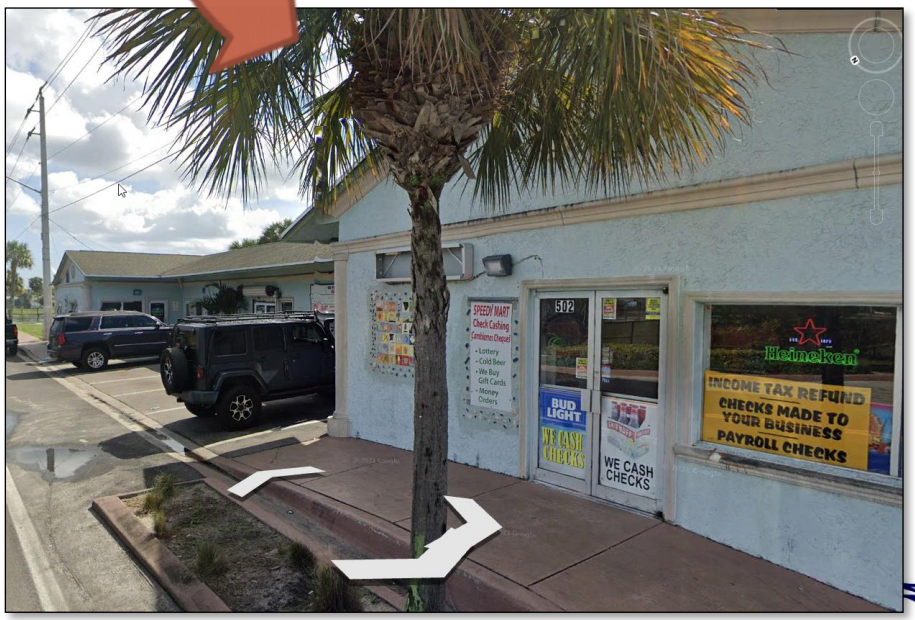


Proposed Monument Sign

Ziyad Investment – Retail Plaza (a.k.a. Harvey Plaza)



- Located at: 502/514 SE MLK Jr. Blvd.
- Improvements:
  - New awning, painting, replace stucco bands, replace gutters, parking lot improvements, signage and new landscaping,



Lowest Cost Estimate: $24,500

Award: up to $10,000

Benefits to the CRA:

- Improve the condition and exterior appearance of the property.
- A new awning will call attention to the storefront resulting in an increase in sales after the improvements.
- Improvements attract new businesses and shoppers to the area.
- Property owner often motivated to make additional improvements (interior space or uses).
- Motivate surrounding property owners to make improvements.
- Promote revitalization of the MLK Jr. Blvd Corridor.

Retail Plaza (a.k.a. Harvey Plaza)

Review Criteria	Maximum Points	Points Awarded
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)	15	15
Match ratio of total renovation costs (projects that leverage more private investment will be scored higher than those seeking just the grant funding)	15	15
Facade project is part of a larger project that improves other exterior or interior parts of the building	10	10
Adjacent to other CRA projects (e.g. streetscape improvements, sidewalks, neighborhood improvements)	10	10
Site improvement that improve the pedestrian and transportation functionality of the property (such as shade trees, benches, bike racks, etc.)	10	0
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	0
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.); or Located within the approved priority areas (map attached)	10	10
Will serve as a catalyst for redevelopment	10	10
First time applicant	10	10
Total maximum number of points	**100**	**80**

Applicants	Address	Improvements	Score	Grant
Motor Cars of Stuart	309 S Federal Hwy	New monument sign	52.5	$7,948
Tropic Tint	317 S Federal Hwy	New monument sign	52.5	$8,177
Ziyad Investment (Retail Plaza a.k.a. Harvey Plaza)	502/514 Martin Luther King Jr Blvd.	Exterior Façade Improvements	80	$10,000

RECOMMENDATION

- Staff is requesting approval to accept staff recommendation for the grant disbursement to the applicants.

- CRA Meeting on July 26, 2021.

- Next Grant Cycle will open in October – CRA Budget FY 2022

RECOMMENDATION