

Moncrief Area Business Improvement Program – Phase 1

This program is designed to help struggling businesses to improve the visual and structural appearance of their properties. To be eligible, the properties must be commercially zoned, located in District 8 and along a commercial corridor. The grant funds will be provided for the properties encompassed in the defined area on Exhibit 3 in order to ensure the greatest positive impact.

Each application for City grant funding will be evaluated based on the outlined criteria below. All grants will be paid upon completion of work.

Considering there are finite funds available, an application acceptance period will be established for businesses and property owners to submit all information required necessary for the Office of Economic Development staff and the City Council District 8 representative to evaluate. This evaluation will be conducted in aggregate so as to ensure each project is provided the opportunity for grant funding. The grant funding awarded will be based upon the number of grant applications and the overall amount requested compared to the available City funding.

Each applicant selected for funding by this program will be required to sign a contract allocating funds to the property owner or tenant (with the owner's consent). These contracts will be generated by the Office of General Counsel and entered into by the Mayor's office without further City Council action.

Improvements to properties to include:

- Landscaping
- Signage (both building and free-standing)
- Façade enhancements (painting, re-facing, attached appurtenances (such as awnings, eaves and gutters), re-construction)
- Pressure washing required as part of an allowable improvement (such as prior to painting)
- Parking lot improvements (including repaving and restriping, but not pot-hole repair)
- Temporary elements such as removable signs or sheds are not eligible

Evaluation of Projects shall be made based on the following criteria:

- Ratio of property/business owner funding to City funding requested/required
- Overall visual impact to the surrounding area and corridor
- Comprehensive plan for improving the property (i.e. – a complete program of building renovation (painting, signage, awnings, etc.) will be preferred over the sole improvement of building mounted signage)
- Impact to pedestrian and vehicular movement along the right-of-way (example – the removal of a portion of a very wide driveway apron or the inclusion of landscaping along the right-of-way providing a buffer between parking and pedestrians)