



## Cover Memorandum/Staff Report

File #: 18-1046 CRA

Agenda Date: 4/26/2022

Item #: 71.

**TO:** CRA Board of Commissioners  
**FROM:** Alexina Jeannite, Community Engagement Director  
**THROUGH:** Renée A. Jadusingh, Esq., Executive Director  
**DATE:** April 26, 2022

### ACCEPT THE MODIFICATIONS TO THE PAINT-UP & SIGNAGE FUNDING PROGRAM GUIDELINES

**Recommended Action:**

Approve the modifications to the Paint-Up & Signage guidelines

**Background:**

The Paint-Up & Signage Program was established to encourage existing building owners and/or tenants to improve the exterior of their buildings through a new coat of paint or signage. The CRA provides a matching grant for up to 50% of the cost of approved exterior signage and painting projects.

The current guidelines state: *"Eligible structures include existing commercial and multi-family structures located throughout the CRA District."* Over the past several months, a number of inquiries into the Paint-Up & Signage Program have been received from entities seeking to qualify as "multifamily structures". After initial consultations with prospective applicants, many were later deemed ineligible because they did not fit the intended purpose of the program. Additionally, the guidelines do not specifically exclude single family and other residential structures that do not have commercial purposes.

It is the intent of the program to provide assistance to owners or tenants of commercial properties, including properties that are commercial multi-family structures. According to the CRA Community Redevelopment Plan, the intent of the CRA's funding assistance programs is to support redevelopment projects, commercial property improvements, and businesses throughout the CRA District in order to increase business opportunities and activity, increase job creation, and encourage commercial investment. **Staff seek approval of the proposed modifications to the Paint-Up & Signage Program to further clarify this intent.**

Attachments: Exhibit A - Paint-Up & Signage Program guidelines with edits

**CRA Attorney Review:**

N/A

**Finance Review:**

N/A

**Funding Source/Financial Impact:**

N/A