



## Cover Memorandum/Staff Report

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**File #:** 18-0681 CRA

**Agenda Date:** 10/27/2020

**Item #:**

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**TO:** CRA Board of Commissioners  
**FROM:** Alexina Jeannite, Grant Manager  
**THROUGH:** Renée A. Jadusingh, Esq., Executive Director  
**DATE:** October 27, 2020

### **MODIFICATIONS TO PAINT-UP & SIGNAGE PROGRAM GUIDELINES**

#### **Recommended Action:**

Approve the modifications to the Paint-Up & Signage Program Guidelines.

#### **Background:**

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

During the September 29, 2020 CRA Board Workshop, CRA staff recommended modifications to the guidelines and received consensus from the board to make the proposed changes. The most significant updates to the Paint-Up & Signage guidelines include:

- Broadening eligibility criteria to attract a variety of businesses by including *Personal Service businesses* such as salons and barbershops to *Current Eligible Businesses*
- Temporarily opening eligibility to include *any* business type within sub-areas #1 & #2
- Adding proof of historic designation to required application documents. Designation must have been approved prior to submission of application.
- Adding stipulations that limit repeat awards
  - Applicants may not apply for funding through the Paint-Up & Signage Program if previously awarded funding under the Site Development Assistance Program for painting and signage and/or if previously awarded funding under the Paint-Up & Signage program within the last ten (10) years.

Attachments: Exhibit A - Paint-Up & Signage Program Guidelines (with tracked edits); Exhibit B - Paint-Up & Signage Program Guidelines (clean); Exhibit C - Letter of Temporary Eligibility