PAINT-UP & SIGNAGE PROGRAM

PURPOSE

The Paint-Up & Signage Program was originally established by the Delray Beach Community Redevelopment Agency (CRA) to encourage existing building owners or tenants to improve the exterior of their buildings through a new coat of paint and was later expanded to include signage. The program allows the building owner or tenant to share the cost of adding signage to or painting an existing building with the CRA.

To qualify for the Paint-Up & Signage Program, the structure must be located in the CRA District. The CRA will provide a matching grant for up to 50% of the cost of approved exterior signage and painting projects. The applicant must submit a completed application accompanied by two estimates from licensed painters and/or sign companies and, if the proposed painting or signage is part of a larger renovation/addition project, a total project budget. Review and approval of the application may take up to four weeks to process.

Improvement projects that begin before the grant application is approved by the CRA Board are not eligible for funding assistance under the Paint-Up & Signage Program.

ELIGIBILITY AREAS & GENERAL PROVISIONS

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. As such it is the intent of the program to provide assistance to owners or tenants of commercial. Eligible structures include existing commercial structures located throughout the CRA District. Eligible expenses include exterior painting, pressure cleaning as prep-work for painting, and exterior signage.

The following structures, expenses, and projects will be automatically **ineligible** for assistance:

- Structures located outside of the CRA District.
- Structures located within CRA Sub-Areas #1 and #2, unless the applicant is an art gallery, art studio, office user, or personal service provider operating within the structure. An office user is defined as any business entity primarily engaged in professional, administrative and/or clerical activities, including but not limited to company headquarters, financial services (excluding banks), insurance agencies, architects, lawyers, engineers, real estate offices, marketing, advertising or design firms, travel agencies, consulting firms, software and technology firms, abstract and title agencies. The term "office user" does not include medical offices or medical clinics, or call centers. A personal service provider is defined as any business entity primarily engaged in services such as barbershops or salons (Refer to CRA Geographical Sub-Areas map.)
- Painting, pressure cleaning and signage projects started prior to approval of application by CRA Board.
- Projects done without the proper City approvals or licenses.
- Projects using colors not approved by the Delray Beach CRA and the City's Planning and Zoning Department.
- Projects claiming historic designation must provide proof of such designation. Designation must have been approved prior to submission of application.
- Any business which is a non-conforming use as determined by the City of Delray Beach.
- Residential structures including single family homes and duplexes and multi-family residential properties.

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. Businesses expanding to add additional locations may be eligible to reapply. New businesses applying for funding assistance cannot have the same officers/partners/directors/members as an existing or previous grantee business.

FUNDING & AWARD LIMITS

The maximum award amount per project is 50% of exterior painting, pressure cleaning, and signage costs, up to $10,000. Funding assistance is limited to a maximum of $10,000 per applicant per year. Funding is budgeted on an annual basis and awarded on a first-come, first-served basis. All applications are subject to the approval of the CRA board.

PROCEDURES FOR IMPLEMENTATION

All applicants are required to meet with CRA staff prior to submitting an application. Applications will not be considered until all required documentation has been submitted to the CRA.

Application packets must include the following documentation:

a. Completed/executed application form
b. Copy of executed commercial lease OR warranty deed
c. Written proof of owner permission to make the proposed improvements/renovations
d. Paint Color Samples – colors must be labeled to indicate color choices for the building, trim, and accent, as appropriate.
e. Two Detailed Cost Estimates – Estimates for painting and/or signage projects must be from licensed and insured painters and legitimate signage companies. Two estimates for each type of improvement must be submitted.
f. Written Verification of Color Change Approval – If the applicant is proposing to change the color of the building, the color change must be approved by the City's Planning & Zoning Department prior to the submission of the application.
g. Verification of Signage Approval from the City (i.e. approved permit)
h. Photographs of the existing exterior condition of the property
i. Proof of historic designation (contributing or historic structure), if applicable.
j. Completed W-9 Form – A form completed by the vendor(s) that should be paid must be on file with the CRA.

Building tenants must have written permission from the property owner(s) to paint the structure and to participate in the Paint-Up & Signage Program. Completed applications will be scheduled for a CRA board meeting agenda for approval. Projects may proceed only after the application receives approval from the CRA Board. Up to six weeks should be allowed for application processing.

FUNDING DISBURSEMENT PROCESS

CRA funding will be paid directly to the paint or sign vendor after staff has verified that the improvements are complete, and after the City of Delray Beach has completed any required final inspections and/or issued a Certificate of Occupancy for the project.

To request payment to the vendor, the grantee must submit the following documentation:

1. **Copies of All Final Detailed Work Invoices** – cost estimates and proposals will not be accepted. Invoices must show the scope of work performed and itemized costs.

2. **Proof of paid match** – The grantee must provide documentation to the CRA evidencing that the grantee has paid the grantee's share of the costs for the scope of work. Acceptable documentation includes the front and back of a cleared check or money order; or a credit card transaction record or statement. Cash receipts are not satisfactory for purposes of reimbursement.

3. **Photos of the completed improvements** – high-resolution digital photos are preferred.

4. **Completed W-9 Form** – A form completed by the vendor(s) that should be paid must be on file with the CRA.

After receiving a completed reimbursement request, staff will conduct a site visit to verify improvements prior to processing the payment. Funding will be paid directly to the vendor(s) for 50% of the approved paint-up and signage project costs, up to the maximum approved award amount.

As a grantor, the CRA is in no way responsible for the choice of a painting contractor or the quality of work delivered.

The CRA may impose any additional or alternate terms and conditions it deems appropriate to protect the assets of the organization, with regards to funding and reimbursement.

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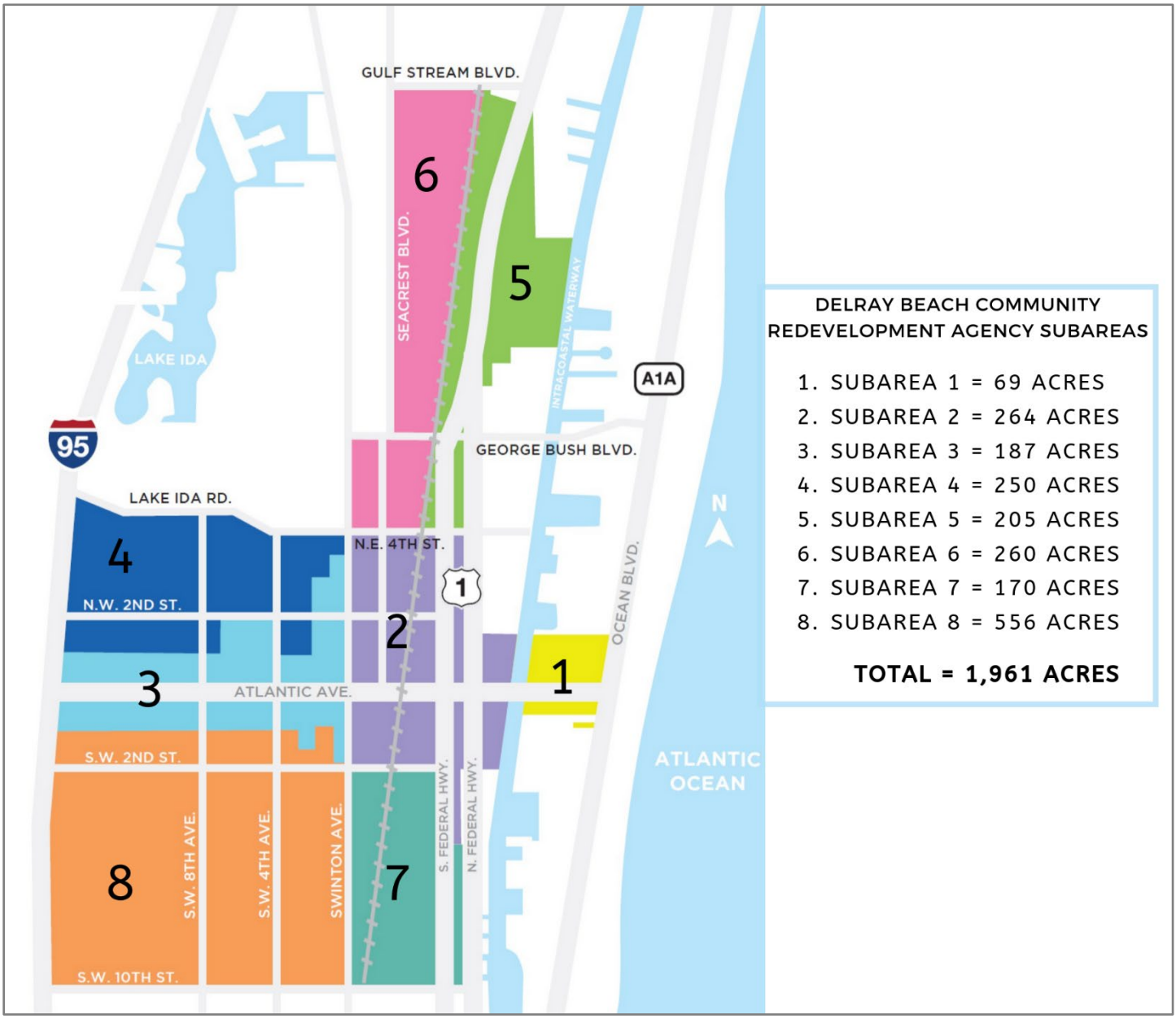
Delray Beach CRA Sub-areas Map