



## City of Winter Park CRA Business Sign Replacement Program Guidelines

The Community Redevelopment Agency (CRA) of the City Of Winter Park established the Business Sign Replacement Grant program to provide a financial incentive to property and business owners to replace existing pole style signs and reinvest in the exterior of their business or commercial property with a monument style sign. The program specifically encourages redevelopment and reinvestment for commercial properties located in the Winter Park CRA district of the City.

### **ELIGIBLE APPLICANTS**

- The grant applicant must be a property owner or a business owner leasing a storefront;
- The business must be located within the boundaries of the Winter Park CRA (see map);
- If applying as the tenant, an affidavit must be signed by the property owner consenting to the improvements;
- Proposed project must be a small business as defined by the U.S. Small Business Administration (For more information visit [www.sba.gov/size](http://www.sba.gov/size);
- Business may be an individually owned franchise as long as it meets all other criteria;
- Tenant must have at least two years remaining in lease at location of proposed project;
- Business Sign Replacement Program can only be used once per building; regardless of ownership
- The project applicant must owe no outstanding property taxes, fees, judgments, or liens to the City of Winter Park or Orange County and have no outstanding code violations.

**Ineligible Applicants:** National corporate franchises, government offices and agencies (non-governmental, for-profit, tenants are eligible), businesses that exclude service to minors, properties primarily in residential use, properties exempt from property taxes.

### **ELIGIBLE PROJECTS**

- Project cost must exceed \$1,000 of eligible improvements
- Free standing exterior sign visible from a commercial corridor.
- Signage shall be designed, constructed, and maintained to complement and accent the architectural features of the building. It should harmonize with the overall character of the built environment.

**Eligible work:** Exterior signage, to include the removal of pole style signs and replacement with monument style signs.

**Ineligible Activities:** Repair of existing pole signage; replacement of existing pole style signage with pole style signage.

### **AWARD REIMBURSEMENT**

Reimbursement shall be limited to no more than 75% of the total cost of eligible improvements, not to exceed \$10,000. Larger signs with more than one tenant and/or more than one side visible (on a corner) may be considered for a larger grant on a case by case basis by the CRA Director. All necessary government approvals, building permits, and taxes are not eligible for reimbursement. Any projects totaling less than \$1,000 in qualified improvements are not eligible.

Approved applicants may request on up to 50% of the estimated awarded grant funds, as determined by the lowest bid on the application, with proof of paid invoice. The remaining grant funds will be paid once the project is complete. Grants are awarded on a first come, first served basis, as long as funding remains available in the program.

The CRA reserves the right to refuse reimbursements in whole or in part for work that is not completed within 3 months. The CRA cannot reserve funds indefinitely, grants may be subject to cancellation if not completed or significant progress has not been made by the completion date. Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.

In the event all programs funds have been committed, owner/lessee may still submit an application, complete approved sign work and be reimbursed for that work if funding is approved. Due to the uncertain nature of budget availability in any given year, the CRA cannot guarantee that funding will be available or if any applicant will be reimbursed. Applicants who submit a completed application and are on the waiting list will be eligible to be reimbursed if funding becomes available up to one year past the date of their application submittal. Work completed in advance of funding availability must be maintained in like-new condition and match with the scope of work submitted with the application in order to receive reimbursement. Only applicants that have previously applied, and been placed on the waiting list prior to beginning any sign improvements, will be eligible for funding.

**COMPETITIVE BIDDING** Applicants are required to get two (2) competitive bids for every type of proposed work. The CRA will match up to 75% of the cost of the lowest bid up to \$10,000, inclusive of any design or planning costs being reimbursed. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and contractor.

### **APPROVALS**

The CRA has the sole authority to determine eligibility of proposed work and confirmation of completed work. Certain work may be required or precluded as a condition of funding. Participants will be responsible for obtaining necessary regulatory approvals, including any

needed by City departments or boards and including, but not limited to, building permits and any other necessary permits. All work must comply with city, state and federal regulations.

### **CONTRACTUAL AGREEMENT**

Accepted applicants must enter into a contractual agreement with the CRA prior to disbursement of grant funds.

### **SUBMISSION REQUIREMENTS**

Application packages must include documentation that illustrates the visual impact of the project and its cost. ***Failure to provide required information will delay the review and/or approval process.***

The applications must include the following attachments:

1. Complete application form
2. Copy of current business license
3. Copy of current property insurance
4. Written consent from property owner giving permission to conduct sign improvements *(if necessary)*
5. Digital photographs of existing conditions of sign
6. Written description of project improvements including material list and color selections
7. Simple sketch of improvement project
8. Two competitive bids for each type of work proposed

### **Submit complete applications to:**

Community Redevelopment Agency  
Attn: Business Sign Replacement Program  
401 Park Avenue South  
Winter Park, FL 32789

For more information about the CRA's Business Sign Replacement Program, please contact:

Kyle Dudgeon  
Economic Development/CRA Program Manager  
407-599-3217  
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# Winter Park Community Redevelopment Agency Boundary Map

