

City of South Daytona

Economic Development

1672 S. Ridgewood Avenue • South Daytona, FL 32121 • 386-322-3025



MEMORANDUM

To: James L. Gillis, Jr., City Manager

From: Josh McEnany, Economic Development Director

Date: November 2, 2023

Re: Consideration of Façade Improvement Grant for 2759 South Ridgewood Avenue (La Paloma Plaza).

Each budget year, the City of South Daytona allocates funds in its budget for the CRA Façade Improvement Grant. These funds are dedicated to enhancing commercial properties situated within the US1 Overlay District. Any proposed projects must align with the City's key objectives and design guidelines for the redevelopment district.

The property is under the ownership and care of Mangu LLC, led by Uprenda Patel. Mangu LLC shares an understanding of the city's Economic Development goals, working to eliminate any unsightly elements from the plaza and leading by example for future businesses who migrate to our community. The attached images showcase the initial state of the property and the proposed signage, which will immediately enhance the plaza's overall look.

To enhance the property's visual appeal, the owners have applied for a grant from the Façade Improvement Program. This initiative aims to provide a common theme to the building's signage and present a unified and revitalized facade.

As required by the grant program, two (2) contractors submitted estimates:

Perma Craft Signs	\$ 12,300.00
Coastline Wholesale Signs	\$ 13,800.00

Recommendation:

Staff recommends funding the grant request for the maximum grant allocation of \$5,000 for the project. Reimbursement will be made to the applicant upon completion of all the work and upon proof of payment for grant-related expenses. The site must also pass a final inspection by the Chief Building Official.

SOUTH DAYTONA

COMMUNITY REDEVELOPMENT AREA (CRA) FAÇADE IMPROVEMENT PROGRAM MATCHING GRANT

PROGRAM OVERVIEW:

This program was established for the Community Redevelopment Area (CRA) to encourage reinvestment, improvements and beautification of exterior facades for existing commercial development located on US1 and Beville Road within the CRA. The City will reimburse up to 50% of projects costs, with a total award not to exceed \$5,000. Funds will be disbursed on a reimbursement basis with proof of payment. All projects must receive City Council approval, a building permit and a signed contract before construction may begin.

DESIGN STANDARDS:

Design standards are based on regional influences and can be characterized as either "Florida Vernacular" or "Mediterranean" architectural styles. Elements of façade improvements shall reflect and utilize design features and principles that are typical to these architectural styles to enhance the appearance of the CRA. A full copy of the South Ridgewood Avenue Design Guidelines is available upon request.

ELIGIBLE IMPROVEMENTS:

Eligible improvements include: new or repair of stucco, new windows/doors, masonry work, painting, landscaping (requires a landscape plan by a licensed Landscape Architect and an irrigation system), new or repair of signs, removal of false material or addition of material to enhance façade appearance, pressure cleaning, decorative fencing, awnings and decorative lighting of exterior.

EVALUTION CRITERIA:

Applications will be evaluated by City staff and considered for approval at the next regularly scheduled CRA and City Council meeting. Evaluation criteria includes: observance of CRA design standards, quality and scope of improvements, need for improvements, impact on project site and commercial corridors and any special factors for consideration. Businesses that have received funding in the past are not eligible during this funding cycle.

APPLICATION:

To obtain an application form, contact Josh McEnany, Economic Development Director at (386) 322-3025 or jmcenany@southdaytona.org.



SOUTH DAYTONA

CRA FAÇADE IMPROVEMENT PROGRAM GRANT APPLICATION FORM

This grant targets commercial properties in the CRA District of South Daytona. Proposed work must be consistent with the City's overall goals and design standards for an improved redevelopment district. Applicant must be the property owner.

APPLICANT INFORMATION:

Contact Person Name: UPENDRA PATEL
Legal Business Name: MANGU LLC
Property Address: 2759 S. RIDGEWOOD AVE. City: SOUTH DAYTONA Zip Code: 32119
Phone Number: 914-439-4371 Cell Number: 914-439-4371 Email: uap94p@yahoo.com
Type of Business (please list products/services provided): Shopping Center

PROJECT DESCRIPTION:

Summarize project to include as much detail about visual and structural improvements as possible. Attach necessary sheets as necessary.

Signs

LIST OF ESTIMATED COSTS:

Two (2) written estimates are required for *each phase of work* to be undertaken. Include copies of written estimates.

Estimate 1: \$ 12,300 Estimate 2: \$ 13,800 Total Project Cost Estimate: \$ _____

CHECKLIST FOR REQUIRED DOCUMENTATION:

Please include the following documents at the time of application submittal.

- ☒ Copy of South Daytona and Volusia County Business Tax Receipt (BTR) (please provide number or copy)
- ☒ Copy of permit application for proposed work
- ☒ Copy of insurance coverage for building
- ☒ Copy of written estimates for proposed improvements

APPLICATION SUBMITTAL:

Please mail or drop off completed application to Josh McEnany, Economic Development Director at City Hall, 1672 S. Ridgewood Avenue, South Daytona, Florida, 32119 or email a scanned copy to jmcenany@southdaytona.org.

-----DO NOT WRITE BELOW THIS LINE-----

DATE APPLICATION RECEIVED: 8/25/2023 JMcEnany APPLICATION COMPLETE: ☒ YES ☐ NO

ADDITIONAL INFORMATION NEEDED: NA DATE ADDITIONAL INFORMATION RECEIVED: NA



PermaCraft SIGNS

1644 South Ridgewood Ave
South Daytona Beach Fla. 32119
carmen@permacraftsigns.com
386.767.8011 office
386.767.8246 fax
770.900.0474 personal

Proudly Serving The Central Florida Since 1972

ER13014880

SUBMITTED TO	CONTACT	PHONE NUMBER	DATE OF ORIGIN
LaPaloma Plaza	Tim	914-439-4371	08/23/2023

STREET ADDRESS	CITY	STATE	ZIP CODE
2759 S Ridgewood Ave	South Daytona	Florida	32119

WE HEREBY SUBMIT SPECIFICATIONS FOR EXECUTING THE FOLLOWING

▪ Manufacture and Install (4) 18" x 12' Flush Mounted, Internally Illuminated Wall Signs. Signs to be manufactured with all Aluminum Components. Signs will be Illuminated with Eco Friendly, Energy Efficient LED Modules and Power Supplies. Faces will be manufactured from Flat White 3/16" Acrylic with vinyl Graphics applied First Surface. Copy and Colors per approved Customer Artwork.

▪ Manufacture and Install (2) 15" x 12' Flush Mounted Internally Illuminated Wall Signs. Signs to be manufactured with all Aluminum Components. Signs will be Illuminated with Eco Friendly, Energy Efficient LED Modules and Power Supplies. Faces will be manufactured from Flat White 3/16" Acrylic with Vinyl Graphics applied First Surface. Copy and Colors per approved Customer Artwork.

Manufacture and Install (1) 18" x 120' Flush Mounted Internally Illuminated Wall Sign. Sign is to be manufactured from all Aluminum Components. Signs will be Illuminated with Eco Friendly, Energy Efficient LED Modules and Power Supplies. Faces will be manufactured From 3/16" Flat White Acrylic with Vinyl Graphics applied First Surface per Customer approved Artwork.

NOTE: Permits and Engineering NOT Included in cost.

NOTE: Any additional Electrical work is the Responsibility of Property Owner.

WE HERBY VOW TO FURNISH MATERIAL AND LABOR TO COMPLETE THE ABOVE LISTED PROJECT IN ACCORDANCE WITH THE ABOVE LISTED SPECIFICATIONS FOR THE CONTRACTED AMOUNT OF: \$12,300.00 + tax (if applicable)

PAYMENT MADE AS FOLLOWS: 50% DEPOSIT @ SIGNING, REMAINING BALANCE @ TIME OF INSTALL

ELECTRIC WIRING TO THE SIGN OF ADEQUATE CAPABILITY AND THE PHYSICAL HOOKUP OF ELECTRIC POWER TO THE SIGN ARE TO BE RESPONSIBILITIES OF THE CUSTOMER. THIS PROPOSAL DOES NOT include sales tax. It does not include any cost not shown as part of this proposal (when applicable).

All payments due hereunder shall be sent to PermaCraft Sign Co., 1644 S. Ridgewood Ave., South Daytona, FL 32119. This proposal is for prompt acceptance. PermaCraft Sign Co. will not & cannot be held responsible for delays caused by strikes, fires, floods, wars, allocations of materials or other circumstances beyond our control. Upon mutual acceptance of this proposal by purchaser and seller, said order is not subject to cancellation. Sign shall remain the property of PermaCraft Sign Co. / DBA Parrillo Inc. and shall at all times be severable from the premises upon which it is installed until account is paid in full. In the event it becomes necessary to institute any action for the enforcement of obligations, purchaser agrees to pay, in addition to amount due to seller, all attorney fees and other cost incurred in connection therewith acceptance of agreement. This agreement shall not be considered as executed until signed by or on behalf of purchaser and approved by an executive officer and seller and is signed by him/her on seller's behalf and is hereby further declared agreed and understood that there are prior writings, verbal negotiations, understandings, representations of agreements between the parties not herein expressed in the event of default hereunder. Purchaser agrees to pay in addition to all sums due hereunder a reasonable attorney's fee and all costs of collections in the event any action or suit shall be brought to enforce this agreement. The venue of said suits of action WILL BE at the option of PermaCraft Sign Co. / DBA Parrillo Inc. to be laid in Volusia County, Florida and the right to object to venue is expressly waived by purchaser. Any amount not paid within 30 days shall be subject to a 1.5% per month service charge. Any below-ground utilities, old footers or any objects unseen that will not allow for an as-planned installation and require additional time, labor, and materials will be the liability of the purchaser.

Purchaser _____

Seller Carmen Parrillo

Date of Acceptance _____

Authorized Signature _____

Thank You For Allowing Us The Opportunity To Serve You.....



PROPOSAL / CONTRACT

SUBMITTED TO	PHONE	DATE OF ORIGIN
LaPaloma Plaza	914-439-4371	08/23/2023
JOB ADDRESSES	CITY	JOB
2759 S Ridgewood Avenue	South Daytona, FL	32119

Supply all necessary Labor & Materials to Manufacture & Install the Following:

- Coastline Signs to manufacture & install (4) 18" x 12' flush mounted LED internally illuminated wall sign.
 - Sign to be manufacture of aluminum
 - Faces White 3/16" Acrylic with vinyl graphics applied first surface.
 - Colors per approved customer renderings
 - Coastline Signs to manufacture & install (2) 15" x 12' Flush mounted LED internally illuminated wall signs
 - Faces will be White 3/16" acrylic with vinyl graphics per customer approved rendering
 - Coastline Signs to manufacture and install (1) 18" x 120' flush mounted LED internally illuminated wall sign.
 - Sign to be all aluminum.
 - Faces will be White flat acrylic with vinyl decorations
- Permits and Engineering NOT included in cost
Any additional Electrical work to be done by others***

Electric wiring to the sign of adequate capability and the physical hookup of electric power to the sign are to be responsibilities of the customer. This proposal does include sales tax. It does not include any cost not shown as a part of this proposal. We propose hereby to furnish material and labor – complete in accordance with the above specifications for the **sum of \$ 13,800.00**

Payment made as follows: 50% DEPOSIT/ 50% DUE UPON COMPLETION

All payments due hereunder shall be sent to the home office of Coastline Wholesale Signs & LED Displays, LLC at 532 N. Segrave Street, Daytona Beach, FL 32114. This proposal is for prompt acceptance. Coastline Wholesale Signs & LED Displays, LLC will not be responsible for delays caused by strikes, fires, floods, storms, wars, allocations of materials or other circumstances beyond our control. Upon mutual acceptance of this proposal by purchaser and seller, said order is not subject to cancellation. Sign and / or materials shall remain the property of Coastline Wholesale Signs & LED Displays, LLC and shall at all times be severable from the premises upon which it is installed until account is paid in full. In the event it becomes necessary to institute any action for the enforcement of obligations, purchaser agrees to pay, in addition to amount due seller, all attorney fees and other cost incurred in connection therewith acceptance of agreement. This agreement shall not be considered as executed until signed by or on behalf of purchaser and approved by an executive officer and seller and is signed by him on sellers' behalf and is hereby further declared agreed and understood that there are prior writings, verbal negotiations, understandings, representations of agreements between the parties not herein expressed in the event of default hereunder. Purchaser agrees to pay in addition to all sums due hereunder a reasonable attorney's fee and all cost of collections in the event any action or suit shall be brought to enforce this agreement. The venue of said suits of action may at the option of Coastline Wholesale Signs & LED Displays, LLC be laid in Volusia County, Florida and the right to object to venue is expressly waived by purchaser. Any amount not paid within 30 days shall be subject to a 1 1/2% per month service charge. Any below-ground utilities, old footers or any objects unseen that will not allow for an as-planned installation and require additional time, labor, and materials will be the liability of the purchaser.

Purchaser:

Seller:

Nick Florio - PRESIDENT



LAPALOMA PLAZA

FILE NAME

DATE 7/30/23

REVISIONS

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PAGE 1 OF 1

PROJECT LOCATION

ACCOUNT

STREET

CITY ZIP CODE

CUSTOMER APPROVAL

SIGNATURE

PRINT NAME

APPROVAL DATE

Signs Manufactured by Permacraft Signs



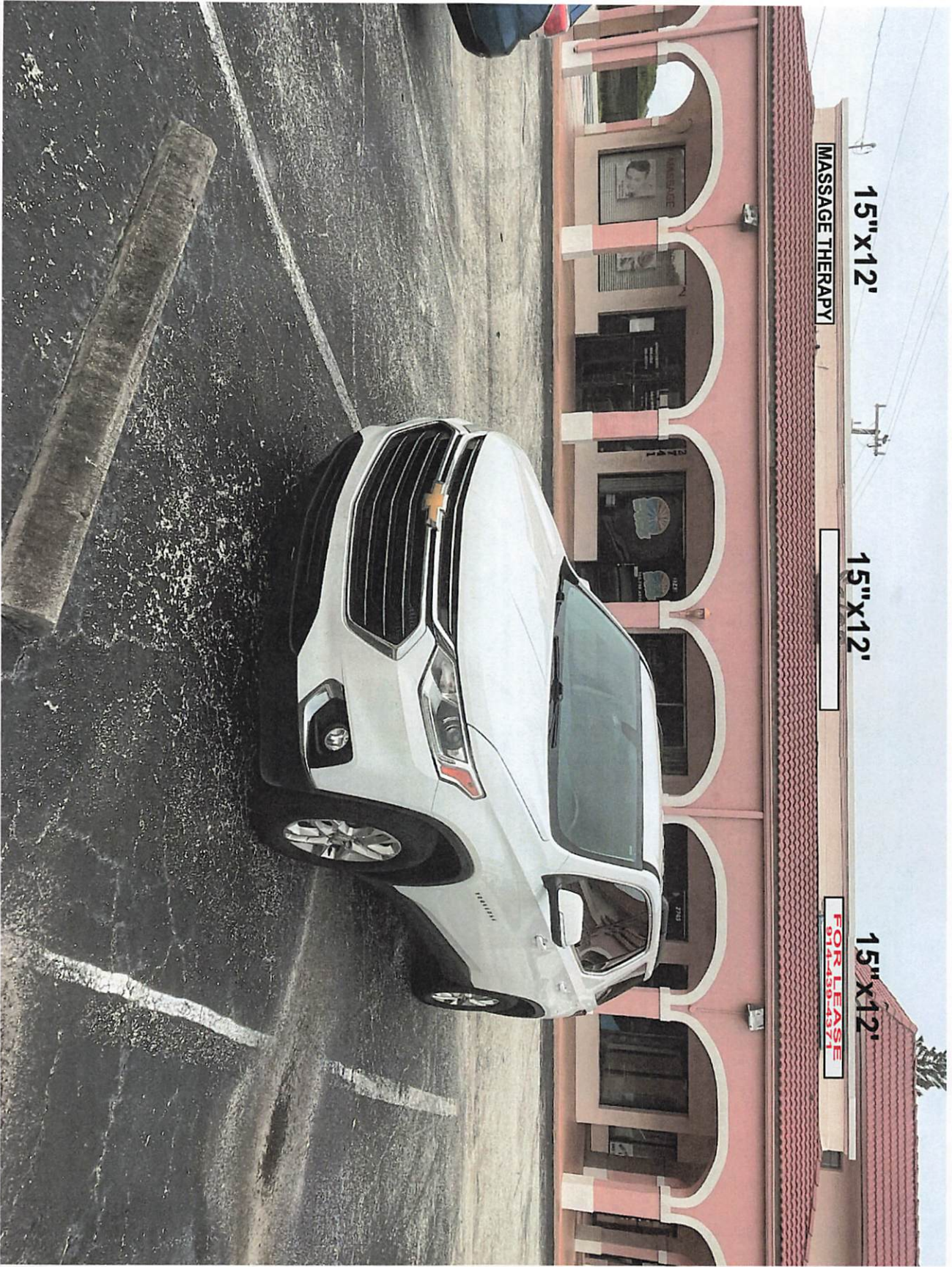
1644 S. RIDGEWOOD AVE.
S. Daytona, FL 32119

Phone: (386) 767 8011
Fax: (386) 767 8246

ER13014880

By signing this artwork, you acknowledge that this artwork is *final*. All errors found from this point forward cannot be corrected without a responsibility as the client to ensure that this artwork is correct. Permacraft Signs will *not* be responsible for any errors after you have signed and finalized this artwork.

www.permacraftsigns.com
permcraftsign@yahoo.com



LAPALOMA PLAZA

FILE NAME

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Permacraft Signs



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S. Daytona, FL 32119

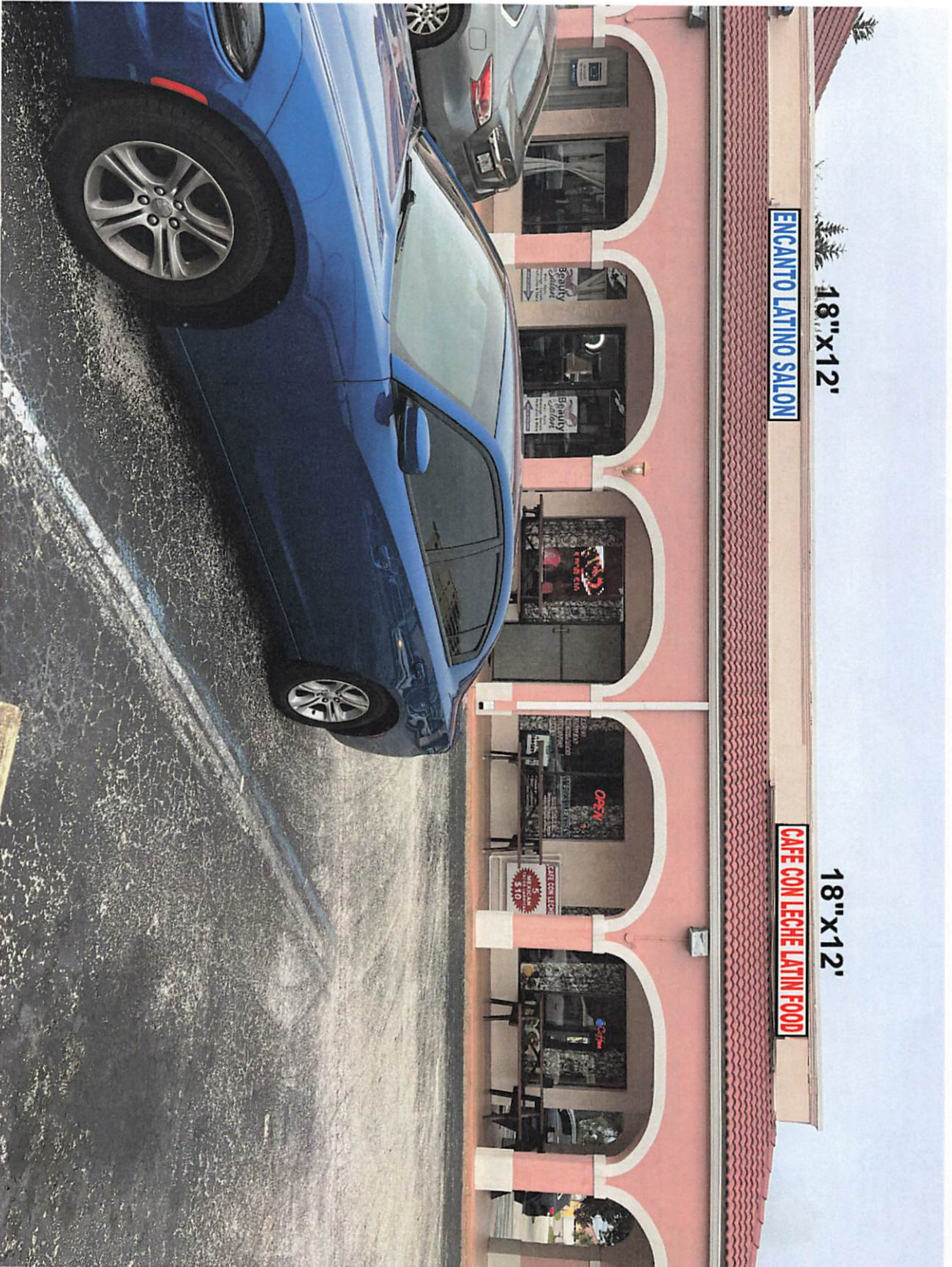
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permacraftsign@yahoo.com



18"x12'

18"x12'

ENCANTO LATINO SALON

CAFE CON LECHE LATIN FOOD

LAPALOMA PLAZA

FILE NAME

DATE 7/30/23

REVISIONS

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