

# 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.