

City of South Daytona

Redevelopment Department

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Memorandum

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

From: Patty Rippey, Redevelopment Director

Date: October 5, 2021

Subject: FY 2021-22 Community Redevelopment Area (CRA)
Façade Improvement Grant Program Request for Approval

The City of South Daytona budgeted funds for the FY 2021-2022 CRA Façade Improvement Grant in the amount of \$10,000. The funds are to be used for improving commercial properties located in the CRA. Proposed work shall be consistent with the City's overall goals and design standards for an improved redevelopment district.

Analysis of Request for 1835 S. Ridgewood Avenue:

The property owner, Mr. Joe Cameron, applied for CRA Façade Improvement Program grant funds to assist with the total replacement of their damaged sign. The sign was struck during a traffic accident and per the Florida Building Code and the City of South Daytona Land Development code must be replaced with a new, monument sign. This property is zoned Business General Commercial (BGC) and is in the CRA.



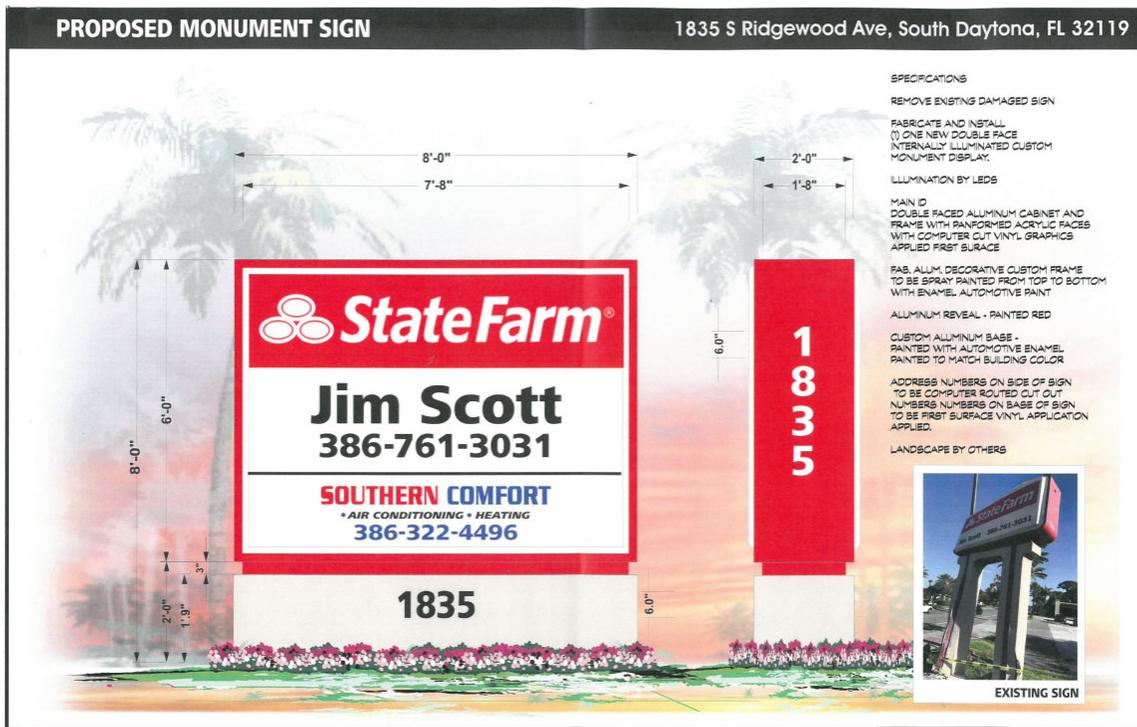
As required per the grant program, three estimates were obtained.

Sign Estimates:

1. Morris Sign Company, \$19,885
2. Coastline Wholesale Signs & LED Displays, \$25,972
3. Kenco Sign & Awning, LLC, \$26,500

The existing, damaged sign is pictured below along with the rendering of the proposed new sign.

1835 South Ridgewood Avenue Proposed Monument Sign



Recommendation:

In an effort to work with our valued business community, staff recommends funding the grant request to replace the damaged pole sign with a monument sign. The total replacement of this pole sign to a monument sign will bring the sign into compliance with the City’s regulations. Should this request be funded, the total reimbursement of CRA funds will be \$5,000 representing approximately 25% of the total estimated project costs of \$19,885. This grant program is a reimbursement program and funds will only be released upon project completion, approved final inspection, and proof of payment by the applicant to contractor.

Furthermore, the grant award is conditional on the sign meeting the requirements of the Land Development Code. Approval of the sign specifications and permitting shall be obtained through the Community Development Department and the Building Department **prior to** installation of the sign.