



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 18-00449

Community Redevelopment Agency 12/10/2018

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### **ACTION ITEM**

**SPONSOR:** P.C. Wu, Chairperson

**SUBJECT:**

PROPOSED AMENDMENT TO CRA COMMERCIAL FACADE IMPROVEMENT PROGRAM GUIDELINES

**RECOMMENDATION:**

That the Community Redevelopment Agency (CRA) approve amendments to the Commercial Façade Improvement Program Guidelines.

**SUMMARY:**

On December 11, 2017, the CRA approved the Commercial Façade Improvement Program to be administered by CRA staff within targeted districts of the City's designated community redevelopment areas.

The program officially launched in September 2018. A media notice, along with postcard mailers to each property owner and tenant in the target area was released. A web notice including an overview of the program, the program guidelines and contact information was also posted to the City website.

To encourage the program's utilization and impact within the target areas, staff recommends the following amendments to the program guidelines:

- Amendment of matching requirement from 50% to 25% of total eligible project costs;
- Modification of award limits for the Belmont DeVilliers Target Area based on number of improved building frontages and historical and/or cultural significance;
- Clarification of roofs, parking lots and structural improvements as eligible improvements supplemental to the building façade improvements not exceed 40% of the total eligible project costs;
- Elimination of prohibition of national franchises as eligible participants;
- Clarification of the definition of "culturally significant property; and
- Clarification of community support and supporting documentation requirements for historical or culturally significant properties.

The Commercial Façade Improvement Program Guidelines including the proposed amendments are attached for consideration.

**PRIOR ACTION:**

April 10, 2017 - The CRA approved the Fiscal Year 2017/2018 CRA Work Plan which authorized the establishment of a commercial façade improvement program.

December 11, 2017 - The CRA approved the Commercial Façade Improvement Program to be administered within targeted districts of the City of Pensacola's designated community redevelopment areas.

February 5, 2018 - The CRA approved the Westside Redevelopment Board recommendation to amend the Westside Commercial Façade Improvement Target Area Boundaries.

April 7, 2018 - The CRA approved the Fiscal Year 2017/2018 CRA Work Plan, which authorized the implementation of the Commercial Façade Improvement Program.

**FUNDING:**

N/A

**FINANCIAL IMPACT:**

N/A

**CITY ATTORNEY REVIEW:** Choose an item.

[Click here to enter a date.](#)

**STAFF CONTACT:**

M. Helen Gibson, AICP, CRA Administrator  
Victoria D'Angelo, Assistant CRA Administrator

**ATTACHMENTS:**

- 1) Commercial Façade Program Guidelines Proposed Amendment

**PRESENTATION:** No