

STOREFRONT IMPROVEMENT PROGRAM



Program Details – 2019-2020

OVERVIEW

The **Port Royal Pride Program** provides grant funds to help finance exterior improvements to an owner or tenant's commercial property that will be aesthetically pleasing and in compliance with all applicable zoning codes and design standards.

MISSION

The program's mission is to support our business sector in taking pride in their storefront facades by making impactful visual improvements, which we believe will make our entire Town more attractive to residents and visitors alike.

SCHEDULE

August 5, 2019	Applications are due by 5 p.m. that day, 700 Paris Avenue
August 20, 2019	Submittals to be reviewed by the Redevelopment Commission
September 17, 2019	Optional meeting if necessary/
October 15, 2019	Successful applicants must have plans submitted
June 1, 2020	All project work completed and invoices submitted

FUNDING

The program provides for a one-time 50% reimbursement, **up to \$2,500 per property**. Funds are limited and awards will be competitive. For example, a \$5,000 project will be reimbursed up to \$2,500. If the project is \$1,000, the Town will reimburse the selected applicant up to \$500. Only qualifying property improvements will be considered for funding. The Town's Redevelopment Commission is tasked with reviewing applications for funding assistance and awarding funds to successful applicants following a review of their proposed improvements.

PROCESS

1. Submittal to the Redevelopment Commission: Eligible applicants shall submit applications to the Redevelopment Commission no later than 5:00 p.m. on August 5, 2019. Applications will be reviewed by the Town's Redevelopment Commission at their regularly scheduled meeting on August 20, 2019 at 4:30 p.m. at Town Hall. Applications will be reviewed based on funding availability and scoring criteria outlined on page 3. In addition to pages 4 and 5, applications may also include any drawings, renderings, or sketches that will clearly illustrate to the Commission

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the intent and extent of improvements being proposed. These exhibits do not need to be fully designed or engineered at this point in the process. **Applicants need to be present at the August 20, 2019 meeting.** The Commission may need an optional meeting, which would be held on September 17, 2019.

2. Submittal to Planning & Development: Upon approval of funding by the Redevelopment Commission, Applicants shall have until October 15, 2019 to submit to the Redevelopment Commission any detailed drawings, color schemes, and specifications of proposed improvements, where applicable. Building improvements will require the seal and stamp of a design professional properly licensed in the State of South Carolina in the proper field(s) where improvements are being made. The Planning department will issue any relevant permits to the applicant upon successful review and approval.

3. Improvement Activities: All relevant work documented in the application shall be completed and invoices submitted to Town Hall for reimbursement by June 1, 2020. Certain improvements may require inspections by Town Staff or their designees. It is the responsibility of the applicant to schedule those inspections when required.

4. Completion: Once improvement activities are complete, the Redevelopment Commission, or its designee, will visit the project to ensure that it complies with the approved application. If the project is compliant, the Town shall issue a Certificate of Completion and the applicant will then be provided with a one-time reimbursement for the approved amount.

PROCUREMENT

Applicants are strongly encouraged (but not restricted) to using in-town and locally-owned businesses. Any contractors and subcontractors must have a Town of Port Royal business license prior to work being performed. They must also have all relevant and up-to-date state-issued licenses that certify their particular scope of work.

ELIGIBILITY

Eligible Applicants: Owners of commercial properties, AND owners/managers of businesses that are located on commercial-use properties. Properties must 1) have at least one [1] structure that is clearly visible from a public right-of-way; 2) are located along a qualifying commercial, or within 500 linear feet of a qualifying corridor, be within the corporate boundaries of Port Royal and 3) have no present property liens, delinquent taxes, have a valid business license, and have no other restrictions that would prohibit improvements. **Qualifying commercial corridors are Paris Avenue, Ribaut Road, Ladys Island Drive, Parris Island Gateway, Old Savannah Highway and Robert Smalls Parkway.** Additionally, short-term rentals are not eligible for the program. In the event of a dispute, the Redevelopment Commission, in consultation with the planning department, shall determine if a land use deems it to be a commercial-use property.

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Eligible Expenditures & Activities: Property improvement activities must involve the general upgrading of a property's external appearance, which is visible from the street. Grant funding is to be used for permanent exterior visual improvements. Funding may be used for repairs only if the repair work can be visually noticeable from a public right-of-way and it is deemed by the Redevelopment Commission to be a visual upgrade.

Examples of eligible expenditures and activities include, but are not limited to:

- Landscaping
- Painting
- Power washing
- Installation of awnings/signage
- Façade improvements (windows/doors)

Non-Eligible expenditures & activities include:

- interior and/or non-visible repairs
- temporary, portable, or non-permanent improvements
- property acquisition
- new construction and/or building additions
- non-visible roofing
- non-visible mechanical equipment closures
- billboards
- fire suppression systems
- purchasing of new equipment that is unrelated to visual improvements
- demolition of enclosed structures
- attached, hanging, or projecting signs unrelated to the architecture of the building
- working capital
- payment or refinancing of existing debt
- payment of taxes
- professional fees
- improvements in progress or completed prior to grant approval
- improvements that lead to zoning or building non-conformance and/or non-compliance
- building re-inspection fees
- other penalties or tickets issued by the Town

GENERAL REQUIREMENTS

All work shall be completed in accordance with any applicable design guidelines in addition to all applicable local, state, and federal codes, rules, and regulations. Any renovation work undertaken prior to the issuance of relevant permits is not eligible for assistance under this program. Any improvement work outlined in the application that exceeds the approved financial assistance will be the responsibility of the applicant. Any improvement work that occurs concurrently that is not outlined in the application will be ineligible for funding. If applicants do not submit proper paperwork to the Planning Department within 30 days of the funding approval by the Redevelopment Commission, the application shall be considered void.

Reimbursements: All assistance is on a reimbursement basis following completion of the project. The total reimbursement for all forms of property improvement assistance shall not exceed the

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amount awarded for the project. Applicants who qualify for funding must document all expenditures and provide the Town with proof of payment (receipts, paid invoices, etc.) for all eligible improvements within 30 days of completion, and no project will be reimbursed if such proof is provided after 5 p.m. on June 1, 2020. Upon receipt of the aforementioned documents and the issuance of a Certificate of Completion, the applicant shall be entitled to receiving a reimbursement check. Reimbursement checks will be issued by the Town of Port Royal.

Record-Keeping: All records supporting the costs and components of program-assisted improvements shall be maintained for a period not less than three (3) years following completion of the program agreement period, agreement termination, or default, whichever shall first occur.

Default: A receipt shall be considered in default and the balance of financial assistance immediately due and payable upon failure to properly maintain the property after improvements are completed for a period of one year, delinquent property taxes, or failure to operate in compliance with all applicable local, state, and federal codes, laws, and regulations.

Remedies of Default: The Town may take whatever action at law, or in equity, as may appear necessary or desirable to collect any outstanding balance or to enforce the performance/observation of any other obligation/agreement of the recipient.

SCORING CRITERIA

The Redevelopment Commission will evaluate applications for eligibility and how effectively they meet the program criteria. A total point score will be based on the sum of the ratings and will serve as a guide to the Commission for funding levels. It is anticipated that there will be more demand than available funds. Depending on the number of applications, the Town may assign "waiting list" status to projects that qualify for selection, but do not rank as high as other applications selected for funding. If the program is extended for additional funding cycles, these applications will be weighted extra. Previous applicants are eligible to participate; however, if funds become limited, first-time applicants will be given preference.

The criteria areas are as follows:

Visual Impact (*maximum of 40 points*)

- Overall impact of the project for Town of Port Royal
- Are inappropriate, non-conforming, or non-compliant design elements being removed?
- Will the project eliminate what was previously a liability for the surrounding properties?
- Does the project seek to restore any historic or architectural significance of the building/property?
- Are improvements being made to vertical elements (façades) of the property?
- Improvements will create more visual significance because:
 - Key, highly visual elements of the building are being improved
 - The building is prominently visible from public rights-of-way

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Financial Impact (*maximum of 30 points*)

- The project includes improvements being made to
 - Ensure and improve public safety
 - Establish or preserve building's structural integrity
- The project is part of a larger effort to improve other exterior or interior parts of the building/property

Extent of Improvements (*maximum of 30 points*)

- Degree of visual improvement the proposed project will bring to the property and streetscape
- Design consistency and compatibility with Town's Form-Based Code
- How permanent are the improvements (landscaping)?

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APPLICATION

Applicant Name: _____

Business: _____

Phone #: _____ E-mail: _____

Applicant is (*circle all that apply*): **business owner** **business manager** **property owner**
owner's agent **other**

NOTE: If the applicant is not the property owner, please submit Owner Authorization (next page)

Property street address: _____ Port Royal, SC _____

Is property on a street corner? (*circle one*): **No** **Yes**.
If yes, at what intersection _____

Building type on property (*circle one*): **single-unit building** **multi-unit building**
vacant land

Current land use of property (*circle one*): **vacant /no activity** **commercial** **multi-family**
residential

List the improvements you plan to work on, along with an estimated cost per improvement. Only provide total expenses for the each general improvement (do not itemize). For a list of eligible expenditures or activities, see page 4.

EXTERIOR IMPROVEMENT

ESTIMATED COST

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

Total amount requested for reimbursement:
(*at 50% of costs up to a maximum of \$2,500*): _____

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If more improvements are planned, total estimated costs: _____
(List those on a separate sheet.)

ADDITIONAL ITEMS: Although not required, the applicant may also submit images, drawings, photographs, a brief narrative, or a cost itemization list in addition to this application for the Commission’s consideration.

REVIEW: Applications are due to Town Hall no later than 5:00 pm on **August 5, 2019**. Applicants (or a representative) are **required** to appear at the Redevelopment meeting scheduled on August 20, 2019 at 4:30 p.m. at Town Hall. The applicant will present the request to the Redevelopment Commission. The Commission will give applicants a chance to discuss details or answer any questions about the application. The Commission reserves the right to approve, alter, table, or reject applications.

SUBMITTAL: I have completed this form to the best of my knowledge and authorize the Town of Port Royal Redevelopment Commission and staff to process this application and review the submittal according to the *Program Details* and all governing standards. I acknowledge that the Town reserves the right to require additional information if requested. I acknowledge that the submittal of this application shall not guarantee approval or awarding of funds. I acknowledge that I have reviewed the *Program Details* and agree to follow those guidelines and applicable governing standards. Furthermore, I acknowledge that the Town of Port Royal and/or Staff shall not be a party to, nor be accused of, nor be held liable for any legal or financial disputes that may result between me and any other parties acting upon this application.

Applicant name

Applicant signature

Submittal date

