



**FRUITLAND PARK  
COMMUNITY REDEVELOPMENT AGENCY  
WORKSHOP MEETING AGENDA**

**February 7, 2019**

City Hall Commission Chambers  
506 W. Berckman Street  
Fruitland Park, FL 34731

**6:00 p.m.**

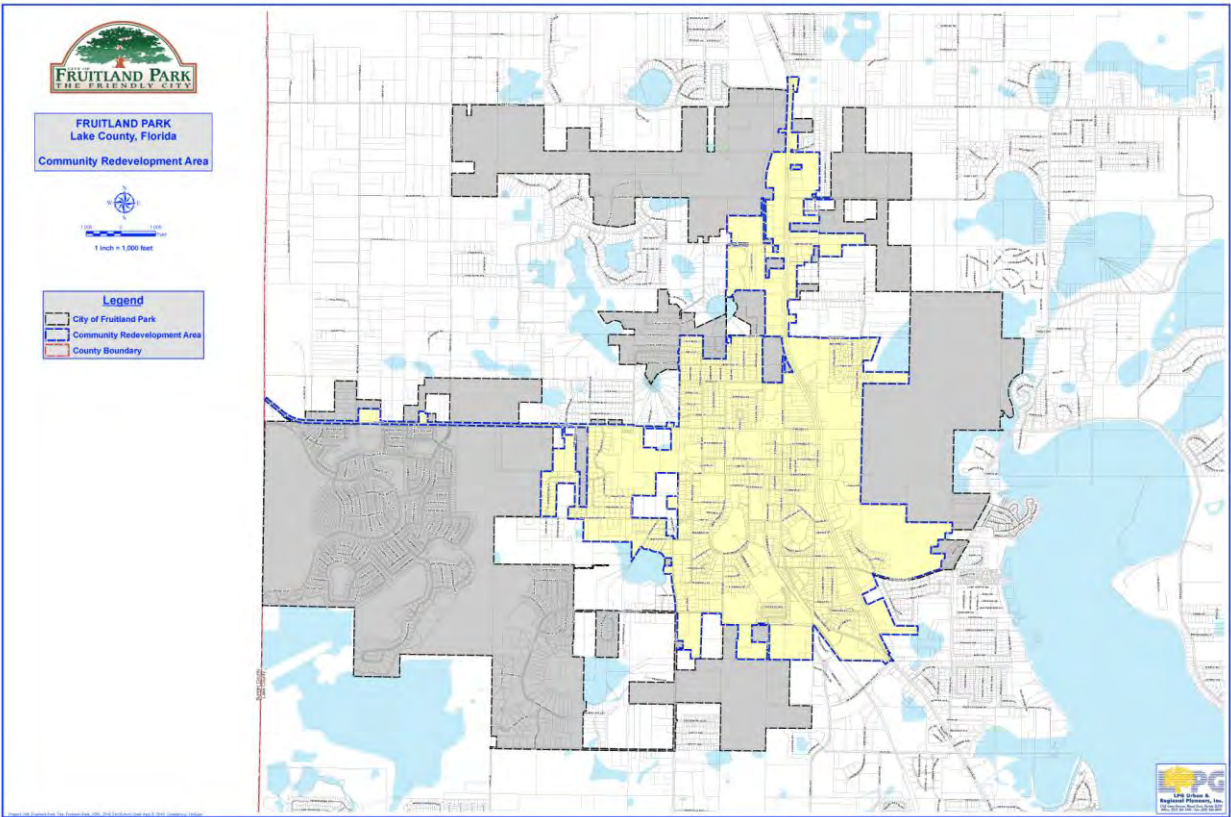
- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. CRA BENEFITS**
- 4. CRA MATCHING FUND GRANT REQUIREMENTS/CRITERIA**
- 5. CRA REDEVELOPMENT PLAN – GOALS, OBJECTIVES AND POLICIES**
- 6. OTHER BUSINESS**
- 7. ADJOURNMENT**

Any person requiring a special accommodation at this meeting because of disability or physical impairment should contact the City Clerk's Office at City Hall (352) 360-6727 at least forty-eight (48) hours prior to the meeting. (§286.26 F.S.)

If a person decides to appeal any decision made by the City of Fruitland Park with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings and ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The city does not provide verbatim records. (§286.0105, F.S.)

**PLEASE TURN OFF ELECTRONIC DEVICES OR PLACE IN VIBRATE MODE.**

MAP 1 – BOUNDARIES OF THE CRA



**BUSINESS IMPROVEMENT MATCHING GRANT PROGRAM**  
**Community Redevelopment Agency CRA**

**Program Description:**

- The CRA matching grant program is designed to, through a competitive application process, award business owners a matching grant of up to \$2,500.00 for the purpose of improving the curb appeal of their storefront.
- **Eligibility Criteria:**
  - *Must be located in a designated Community Redevelopment Area.*
  - *Must be a Small Business as defined by the U.S. Small Business Association.*
  - *Must be a Business or Property Owner in Good Standing. (Current Business License, Property Taxes, No Fines, liens etc.)*
  - *Applicant must share up to 50% of the cost.*
  - *The Business Owner & Property Owner (if different) must apply jointly.*
  - *Improvement must meet with City Approval and will require CRA Board approval.*
  - *Must include written authorization from property owner.*
  - *Must include a copy of current lease if not the property owner.*
- Applicants must submit a conceptual plan of what improvements are being proposed to include a cost estimate of the proposed work. *(do we want to require at least 2 bids)*
  - *Eligible work : Rehabilitation and improvement to existing building facades visible to the street or public right-of way including storefronts, cornices, (gutter & downspouts?) signs, exterior lighting, canopies, awnings, painting, masonry cleaning and landscaping. Permit & design review fees can be reimbursed through the program.*
- Applicants will be required to pay for the improvements up front, they shall be reimbursed upon completion, inspection and approval of the project.
- Only those improvements approved as part of the grant award will be eligible for reimbursement.
- Interested parties will be required to complete an application describing in detail the proposed improvement to their facility.
- The following properties are ineligible for grant funds:
  - *National Corporate Franchises*
  - *Government Offices & Agencies*
  - *Properties primarily supporting a residential use*
  - *Properties exempt from property taxes*

- Applications will be submitted to and initially reviewed by a committee appointed by the City Commission.
- The review Committee will, upon completion, forward applications they have deemed viable to the Community Redevelopment Agency with the appropriate recommendation.
- The Community Development Agency will review the recommendation and take a formal action to approve or deny the application.
- The total amount of dollars set aside for this program is \$25,000.00 which has been appropriated through the CRA fund.
- Approvals: The City & CRA have the sole authority to determine eligibility of proposed work and confirmation of the completed work. Certain work may be preclude as a condition of funding.
- Applicants will be required to follow all local Land Development and Zoning regulations.
- If approved, it will be incumbent on the applicant to secure and pay for any required and necessary building permits. All work must comply with City, State & Federal regulations.
- **COMPETITIVE BIDDING:** Applicants are required to obtain two (2) competitive bids. If the lowest bid is not chosen, the applicant will have to match the cost to the lowest bid or provide justification why they want to use the higher bid. The City will consider waiving the requirement if it is justified. For every type of proposed work, the CRA will match half of the cost of the lowest bid up to two thousand five hundred dollars (\$2,500) inclusive of any design or planning costs being reimbursed. All contractors must be insured and licensed by the State of Florida. All construction contracts will be between the applicant and contractor.
- **BUY LOCAL:** Applicants are encouraged to hire locally-owned businesses and contractors for the work outlined in the grant agreement
- **PROGRAM REUSE RESTRICTION:** A grant recipient's business location may not be the beneficiary of another Business Facade Matching grant until after a two-year time frame. If a business is sold and the new owner wishes to apply for the grant, the two-year time frame still applies. The two-year time frame begins on the date the improvements costs are reimbursed.
- **GENERAL CONDITIONS:** The following general conditions will apply to all projects:
  - Based on the discretion of the advisory Board and the CRA.
  - Improvements funded by the grant must be approved by the City and properly maintained.
  - Property taxes must be current, have a business license and applicants may have no debts in arrears to the City when a contract is signed.
  - Applicants must show proof of current property insurance.

- **No work shall commence until authorized by the CRA. The application process will consist of:**
  - **An initial review by the CRA Advisory Board who upon completion of said review shall provide a recommendation to the CRA**
  - **Review of the recommendation by the CRA**
  - **Final approval by the City Commission**
  - **Formal agreement to commence work**
- **All projects shall obtain a building permit and will display signage indicating the CRA's involvement in the improvement work. Signs will be provided by the CRA.**

**QUESTIONS OR INQUIRES MAY BE DIRECTED TO THE CITY MANAGER AT 352-360-6727  
EXTENSION 2222.**

DRAFT

**REDEVELOPMENT PLAN MAJOR GOALS**

**7.0 MAJOR GOALS, OBJECTIVES AND POLICIES**

**Goal 1 Overall Redevelopment: Establish downtown Fruitland Park as a focal point for the community and attract visitors from the entire region.**

Objective 1.1 Increase the visual attractiveness and unity of downtown Fruitland Park by identifying a common theme and incorporating architectural standards into the LDR by 2016.

Objective 1.2 Continue to encourage additional civic activities and community events in the downtown area.

Objective 1.3 Continue to maintain and enhance existing development and encourage development of undeveloped or underdeveloped property in the CRA.

**Goal 2 Overall Image Goal: Increase the visibility, identity and unity of the downtown through physical design, promotion and improved signage by 2020.**

Objective 2.1 Develop a unified advertisement campaign for downtown retailers by 2025.

Objective 2.2 Incorporate standards in the LDR for the redevelopment of historic structures by 2020.

Objective 2.3 Publish a list of under-represented specialty retail shops by 2020.

Objective 2.4 Develop a set of standards and program for creation of City and District identity and wayfinding signage.

Objective 2.5 Improve the road and sidewalk conditions in the residential areas.

Objective 2.6 Improve sidewalk connection within the downtown commercial areas and adjacent residential areas.

Community Development Office  
506 W. Berckman Street  
Fruitland Park, FL 32163  
352-360-6727 ext. 2225

**CRA Matching Grant Façade Improvement Program**

*(The Matching Grant Faced Improvement Program promotes the maintenance and rehabilitation of business properties located in the CRA by providing matching grants up to \$2,500.00 toward facade improvements. Applicants should submit completed applications with all supporting documentation to the Community Development Office.)*

**Applicant/Business Information:**

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Ownership Structure: \_\_\_\_\_  
*(Sole proprietorship, partnership, corporation, other)*

**Project information:**

Project Name: \_\_\_\_\_

Project Address: \_\_\_\_\_

Property Key #: \_\_\_\_\_

**Description of Proposed Exterior Improvements:**

Describe in detail the scope of work: *(attach additional pages if necessary)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Bid Estimates for Proposed Work: (exterior only)**  
(Attach additional pages if necessary)

Bid Estimate #1:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

Contact E-Mail \_\_\_\_\_

Total Bid Amount: \_\_\_\_\_

Bid Estimate #2:

Company Name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact Phone # \_\_\_\_\_

Contact E-Mail \_\_\_\_\_

Total Bid Amount: \_\_\_\_\_

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Please Provide Source of Matching Funds: \_\_\_\_\_

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**Property Owner Information:**

Owner Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I, \_\_\_\_\_, as owner of the project property hereby provide authorization to the applicant to rehabilitate the property described in this application. Furthermore I hereby grant my consent and give the applicant the authority to sign and enter into an agreement to perform the rehabilitation work to this property.

Owner hereby acknowledges the following:

- Owner has been provided a copy of the program guidelines, and has read and understands them.
- Owner agrees to conditions and restrictions of the CRA Matching Grant Façade Improvement Program

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Owners Signature



Sworn to (or Affirmed) and Subscribed Before Me This \_\_\_\_\_ Day of \_\_\_\_\_, 20\_\_ BY \_\_\_\_\_  
Who Did Not Take an Oath;

Notary Seal

\_\_\_\_\_  
Signature of Notary

Certification/Signature of Applicant:

I, \_\_\_\_\_, certify that all information in this application and all information furnished in support of this application is for the purpose of obtaining a 50/50 grant is true and complete to the best of my knowledge and belief.

If the applicant is not the owner of the property to be rehabilitated or if the applicant is not the sole owner of the property, the applicant certifies he/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property.

Successful applicants in the CRA Matching Façade Improvement Program are encouraged to contact with locally owned businesses when available for the purpose of fulfilling this grant.

Verification of contained in this application may be obtained by the CRA from any available source.

Applicant also hereby acknowledges the following:

- Applicant has read and understands the program guidelines and criteria
- Applicant must meet all city requirements and code
- Applicant understands that final approval must come from all City Departments and Boards concerned with any improvement.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Applicants Signature

Sworn to (or Affirmed) and Subscribed Before Me This \_\_\_\_\_ Day of \_\_\_\_\_, 20\_\_ BY \_\_\_\_\_  
Who Did Not Take an Oath;

Notary Seal

\_\_\_\_\_  
Signature of Notary