



Commercial Façade Program

PARADISE REDEVELOPMENT AGENCY

Commercial Façade Program Overview

The Paradise Redevelopment Agency is charged with the responsibility of attaining the goals and implementing the programs as stated in the Town's Redevelopment Plan. Several key goals are:

- To strengthen and expand the project area's commercial base.
- To improve the architectural and aesthetic appearance of the project area.
- To provide opportunities for owners and tenants to participate in the revitalization of their properties.

In order to meet these goals, the Paradise Redevelopment Agency has developed several business programs. These programs are founded in the belief that a public/private partnership is the best approach to revitalizing our Downtown and Greater Redevelopment Project Area.

The Commercial Façade Program seeks to aesthetically enhance the Downtown and Greater Redevelopment Project Area, while improving property values, attracting more customers and more businesses.

Program Funding

Minor Façade Renovation Grant—The RDA will provide a maximum \$2,500 grant to eligible businesses. For every dollar you spend, the Town will match it with three based on a 1:3 ratio of private to public monies.

Major Façade Renovation Loan/Grant—The RDA will provide a loan/grant combination for a maximum amount of \$15,000. The \$10,000 grant and the \$5,000 loan will be matched by a minimum of a 1:1 private contribution.

Eligible Activities

The Town funds the following components of a façade renovation:

- Awnings
- Business Signage
- Exterior Lighting
- Exterior Painting
- Exterior Windows & Doors
- Landscaping
- Removal of Architectural Barriers
- Repair/Replacement of Exterior Siding Treatments

*Please Note: Some of these funded activities may be subject to prevailing wage requirements.

How You Qualify

- The applicant must complete a Business Checklist.
- The property must be commercially zoned and must be located within the downtown or Greater Redevelopment Project Area.
- The Commercial Façade Program only applies to the renovation of existing commercial facades and is not intended for new construction.
- Property owners must comply with design standards set forth in the Design Guidelines and participate in a design consultation service provided by the Town of Paradise. The final design is subject to review and approval by the Design Review Board.

Application Process

1. The Town's RDA will provide a pre-determined amount for the *initial* consultation with a design professional to go over an existing plan or a design concept.
2. The Façade application must include the following:
 - Digital Photos, both print and electronic files, of the existing building elevations
 - A full-color Rendering, drawn to scale, of the proposed design for the primary elevations
 - A Site Plan, drawn to scale
 - A Business Signage Plan
 - An Exterior Lighting Plan
 - A Landscape Plan, *if applicable*
 - A Cost Estimate listing *Labor, Materials, and Professional Design Services*
3. The completed application is submitted to the Design Review Board for review and approval. *It is strongly recommended that the applicant and their independently hired design professional attend the Design Review Board meeting.*
4. The application is then forwarded to the RDA Citizens Advisory Committee for final approval of the application and funding request. *It is strongly recommended that the applicant attend the RDA Citizens Advisory Committee meeting.*
5. On approval of the application, the applicant signs all grant/loan agreements with the Paradise Redevelopment Agency. The entire project will be completed within an agreed upon timeframe between the Town and the applicant.