

Myrtle-Moncrief-Avenue B Business Corridor Improvement Program

This program is designed to help struggling businesses to improve the visual and structural appearance of their properties. To be eligible, the properties must be commercially zoned, and located within the Myrtle/Moncrief Corridor Parcels (as identified on Exhibit 1). The grant funds will be provided for the properties encompassed in the defined area in order to ensure the greatest positive impact but does not necessarily mean they are eligible for this grant. Only commercial businesses are eligible. Businesses that are prohibited from eligibility are those who: (i) have outstanding taxes owed to the City; (ii) have unresolved municipal code and compliance issues or citations; (iii) are in active litigation against the City of Jacksonville; (iv) in violation of the City of Jacksonville Ordinance Code; or (v) other noncompliance with federal, state, or local laws.

Each application for City Grant funding will be evaluated based on the outlined criteria below. All grants will be paid upon completion of work when submitted with the project scope verification.

Considering there are finite funds available, an application acceptance period will be established for businesses and property owners to submit all information necessary for evaluation by the Office of Economic Development staff and the applicable City Council representative depending on project location (District 10 or District 7). This evaluation will be conducted in aggregate so as to ensure each project is provided the opportunity for grant funding. The grant funding awarded will be based upon the number of grant applications and the overall amount requested compared to the available City funding.

Each applicant selected for funding by this program will be required to sign a contract allocating funds to the property owner or tenant (with the owner's consent). These contracts will be generated by the Office of General Counsel and entered into by the Mayor's office without further City Council action. The Grant will be provided, on a reimbursement basis only, for eligible expenses as outlined in the contract.

Improvements to properties to include:

- Landscaping
- Signage (both building and free-standing)
- Façade enhancements (painting, re-facing, attached appurtenances (such as awnings, eaves and gutters), re-construction)
- Pressure washing required as part of an allowable improvement (such as prior to painting)
- Parking lot improvements (including repaving and restriping, but not pot-hole repair)
- Temporary elements such as removable signs or sheds are not eligible

Evaluation of Projects shall be made based on the following criteria:

- Ratio of property/business owner funding to City funding requested/required
- Overall visual impact to the surrounding area and corridor
- Comprehensive plan for improving the property (i.e. – a complete program of building renovation (painting, signage, awnings, etc.) will be preferred over the sole improvement of building mounted signage)
- Impact to pedestrian and vehicular movement along the right-of-way (example – the removal of a portion of a very wide driveway apron or the inclusion of landscaping along the right-of-way providing a buffer between parking and pedestrians)