



Economic Development

Façade & Corridor Enhancement Programs

- Façade improvements and enhancements encompass a range of exterior building modifications aimed at enhancing aesthetics, functionality, and/or energy efficiency.
 - These improvements can include repairs, renovations, and upgrades to elements like windows, doors, siding, roofing, and landscaping.
- Benefits of Façade Improvements
 - Improved Curb Appeal
 - Increased Property Value
 - Safety & Accessibility
 - Enhanced Economic Activity

COMMERCIAL CORRIDOR FAÇADE IMPROVEMENT PROGRAM



Helping Our Businesses. Improving Our Community.



Façade & Corridor Enhancement Programs

- Many cities in the DFW Metroplex have a variety of programs for Façade or Corridor Enhancements grants.
- Some of the programs are specific area or corridors where others are City-wide.
- Each one of the programs are tailored to their respective communities and have different guidelines.
- Funding for these programs are from a variety of accounts like General Fund, 4B, or TIF.
- All of the programs are set up as reimbursables and the grants range from \$5,000 to \$400,000



City	Program Description	Max Payment	Funding Source
Garland	Downtown Historic District	50% of the façade rehabilitation	Downtown TIF
Fort Worth	10 CDBG eligible urban villages	33% Reimbursement up to \$30,000	City-owned parking garage revenues
Roanoke	Downtown Business District	50% match up to \$15,000	General Fund - Budget \$50,000 each year
Cleburne	Commercial Historic District - Main/Henderson	50% up to \$5,000	General Fund - Budget \$50,000 each year.
Marshall	Historic Downtown	50% up to \$5,000	N/A
Longview	South Longview /Downtown	50% up to \$10,000	CDBG
Taylor	Main Street Boundaries	50% of improvements, up to \$5,000	Unknown
Bridgeport	Main Street Program	50% up to \$5000	HOT (Hotel Tax Dollars)
Athens	Main Corridors / Historic Structures in Downtown	\$80 up to \$12,500 per façade or \$25,000 total	Type B Sales Tax
Stephenville	Residential Incentive Program	50% up to \$5,000	Genreal Fund
Keller	City-wide non-residential	up to \$10,000	General Fund
Farmers Branch	City-wide (focus areas)	varies per project capped at \$50,000	General Fund budget - \$250,000 for façade program
Terrell	Downtown / CBD	50% up to \$5,000	unknown
Sugarland	City-Wide	20% of costs	Type B Sales Tax
Irving	TIF	50% reimbursement	General Fund

Other City Programs

- All of these cities have applications go in front of a specified board for approval.
- These funds are on a first come, first serve basis and are annually funded through the budget process.
- The City of Burleson is not eligible for Community Development Block Grants (CDBG).
- Most of the policies are reimbursements and are capped as well as limited up to a certain amount per project.
- Type 4A Sales Tax are not eligible under the State statue

City of Sugarland Commercial Revitalization Grant



- The Commercial Revitalization Grant Program is a reimbursement grant program offered by the Sugar Land 4B Corporation.
- The intent is to promote new or expanded business enterprises by stimulating redevelopment, reinvestment, and aesthetic improvements of aging retail properties and commercial centers in the City.
- The pilot program will support the creation of distinct and vibrant activity centers by promoting attractive and welcoming public spaces, renovated storefronts and building facades, and pedestrian-friendly settings.
- A reimbursement grant is available for up to 20% of eligible project costs.
- Applicants must be property owners of multi-tenant commercial centers located within the city limits. Properties should be at least (20) years and have at least (15,000) square feet of gross leasable space.
- Minimum investment and grant funding amounts will be determined on a project-by-project basis and will be negotiated with the applicant as part of a performance agreement.
- Type of projects could include facade improvements, construction of new site amenities and open space improvements such as pedestrian improvements, and outdoor seating, parking lot improvements, and public art improvements.

City of Irving Commercial Corridor Enhancement Incentive Program



- The Corridor Enhancement Incentive Program is a matching grant program to encourage private investment in the renovation and rehabilitation of existing building sites along commercially developed streets and thoroughfares.
- The program provides financial assistance in the form of a grant to nonresidential property owners for improving the street-side appearance of their existing buildings and site features to enhance corridor appearance, attract new business activity and foster new employment opportunities.
- The program is in a designated TIF area of their City.
- The program is a matching grant program (50% match).
- Applicants can be either owners or current tenants (with landowner's consent) of existing non-residential developed properties fronting on a commercially developed street or thoroughfare.
- This includes properties owned by non-profit entities.
- Annual budgeted out of the GF and have a budget up to \$400,000 a year.

BTX Home Improvement Rebate Program

- The BTX Home Improvement Program was created to assist Burleson homeowners with the financial burden of caring for older homes in the City.
- Encourage reinvestment in residential neighborhoods.
- Lower the financial hurdle for property owners to make significant improvements to their homes.
- Demonstrate strong commitment by the City to reinvest in mature residential neighborhoods.
- \$5,000 limit per property per 12 months (from the date of the Notice to Proceed letter)
- This program is funded through the General Fund annually in the amount of \$25,000.



Burleson 4A Corporation Project Requirements

- The main requirement is that the businesses bring new money into the community. Certain projects are required to create or retain primary jobs. A primary job is one at a company that exports a majority of its products or services to markets outside the local region, infusing new dollars into the local economy.
- Infrastructure improvements that promote or develop new or expanded business enterprises.
- Manufacturing and industrial facilities, recycling facilities, distribution centers, and small warehouse facilities.
- Research and development facilities, regional or national corporate headquarters, job training facilities operated by higher education institutions, job training classes, telephone call centers and career centers.
- 4A Corporations are also allowed to utilize 10% of their annual revenue for advertising.
- Operation Together was a 4A advertising partnership with local businesses during the pandemic.



Discussion

- Create a Corridor Enhancement Grant Program utilizing the General Fund or the 4B Sales Tax similar to Sugarland and Irving.
- Expand the BTX Home Improvement Rebate Program to Commercial properties.
- Other options?

