

Town of Lake Park
Community Redevelopment Agency



**VACANT STOREFRONT
WINDOW WRAP PROGRAM**

Vacant Storefront Window Wrap Program

About the Program

The Lake Park Community Redevelopment Agency (CRA) is committed to enhancing the visual appearance and economic vitality of the CRA District by encouraging investment, supporting business attraction, and improving the overall customer experience.

The Vacant Storefront Window Wrap Program is designed to improve the appearance of vacant commercial storefronts by providing professionally designed and installed window graphics. The program reduces the visual impact of vacant spaces while promoting Downtown Lake Park as an active, welcoming, and investment-ready destination.

Window wraps may feature Downtown Lake Park branding, public art, historic imagery, available commercial space information, business recruitment messaging, or other CRA-approved content that supports redevelopment efforts.

The initiative is intended to:

- Improve the appearance of vacant commercial properties.
- Reduce the perception of blight and prolonged vacancy.
- Enhance the pedestrian experience throughout the CRA District.
- Promote available commercial spaces to prospective businesses.
- Reinforce the Lake Park CRA brand and community identity.
- Support business recruitment and private investment.
- Create an attractive environment that encourages visitors, customers, and future tenants.

Funding under the Vacant Storefront Window Wrap Program is subject to the availability of appropriate CRA funds and is not guaranteed. All applications are subject to review by CRA staff and final administrative approval by the CRA Executive Director.

Applications will be accepted and reviewed on a first-come, first-served basis during each fiscal year, beginning October 1, and will continue until all allocated program funds have been committed. Submission of an application does not guarantee funding or approval.

The CRA reserves the right to approve, deny, or modify funding requests based on program eligibility, available funding, anticipated economic impact, consistency with the Lake Park CRA Redevelopment Plan, and the overall redevelopment benefit of the proposed project.

The Vacant Storefront Window Wrap Program supports the CRA's redevelopment objectives by improving the appearance of vacant commercial properties, promoting available spaces to prospective tenants, and encouraging business recruitment and private investment.

This initiative complements the CRA's broader economic development strategy by encouraging business collaboration, increasing commercial visibility, and reinforcing the Town of Lake Park as a vibrant destination for commerce, dining, and community engagement.

Eligibility Requirements

To be eligible for participation, the property must:

- Be located within the Lake Park CRA District.
- Contain a vacant commercial storefront visible from a public street, sidewalk, or public parking area.
- Be zoned for commercial, mixed-use, or industrial uses.
- Have windows suitable for installation of perforated vinyl graphics.
- Be in compliance with all applicable Town codes and regulations.
- Describe the applicant's strategy for marketing the vacant commercial space and attracting prospective tenants. Include any proposed leasing advertisements, online listings, broker outreach, social media promotions, or other recruitment efforts. Explain how the proposed window wrap will complement these activities.
- Applicants must demonstrate a willingness to support downtown activation and business recruitment efforts, including cooperation with Town- and CRA-sponsored events, promotional activities, and initiatives intended to attract businesses, increase visitation, and strengthen the economic vitality of the CRA District, as opportunities arise.
- Applicants shall provide quarterly progress updates during the approved project or program participation period, as applicable, and a final report upon completion. Reports shall summarize marketing and leasing activities, prospective tenant inquiries, business recruitment efforts, participation in downtown activation initiatives, and the status of the vacant commercial space.

Applications may be submitted by:

- Commercial property owners.
- Property management companies with written authorization from the property owner.
- Commercial leasing agents authorized by the property owner.

Eligible expenses include:

- Professional graphic design.
- Production of perforated vinyl window graphics.
- Professional installation.
- Removal of existing temporary signage necessary for installation.
- Removal of the window wrap upon tenant occupancy, if applicable.

The Lake Park CRA may reimburse up to one hundred percent (100%) of eligible costs for the design, production, and installation of approved window wraps, subject to available funding. The maximum grant award shall be determined based on the total square footage of the storefront windows to be wrapped, as outlined below.

Eligible window area shall be determined by CRA staff based on measurements provided in the application and verified, if necessary, during a site visit. The CRA reserves the right to determine

the final funding amount based on the scope of work, available funding, and consistency with the goals of the Community Redevelopment Plan.

Funding Schedule by Window Size

Total Window Area	Commercial & Mixed-Use Properties	Industrial-Zoned Properties
Up to 50 sq. ft.	Up to \$1,000	Up to \$500
51–100 sq. ft.	Up to \$1,750	Up to \$750
101–200 sq. ft.	Up to \$2,500	Up to \$1,000
201–300 sq. ft.	Up to \$3,000	Up to \$1,250
Over 300 sq. ft.	Up to \$3,500	Up to \$1,500

All window wraps shall:

- Be professionally designed.
- Complement the character and branding of Downtown Lake Park.
- Utilize high-quality perforated vinyl intended for exterior storefront applications.
- Be compatible with the architecture and character of the building.
- Maintain a clean, professional appearance.

Approved graphics may include:

- Downtown Lake Park branding.
- Public art.
- Historic photographs.
- Community imagery.
- Business recruitment messaging.
- "Available for Lease" information.
- Leasing contact information.
- QR codes directing prospective tenants to leasing information or the CRA website.
- Other CRA-approved promotional content.

The CRA reserves the right to approve, modify, or reject all proposed artwork prior to production.

Review Process

CRA staff will review applications for eligibility and completeness.

Applications will be evaluated based on:

- Visibility of the storefront.
- Overall impact on the surrounding area.
- Consistency with CRA redevelopment objectives.
- Available funding.

- Readiness of the project.

Approval is contingent upon execution of all required agreements before any work begins.

Installation:

Following written CRA approval and execution of all required agreements, the applicant shall be responsible for coordinating the final design, fabrication, and professional installation of the approved window wrap.

Property Owner Responsibilities:

Owners must maintain the wrap, report damage, notify the CRA when the storefront is occupied, and provide access for installation/removal.

Removal

The CRA must be notified within 10 business days of new occupancy. The wrap must be removed before tenant occupancy or within 30 days of notification, unless otherwise approved by the CRA.

A separate application may be submitted for reimbursement of eligible window wrap removal costs following the occupancy of the storefront. Maximum reimbursement shall be based on the total square footage of window wrap removed, as outlined in the table below, and shall be subject to final administrative approval by the CRA Executive Director and the availability of program funds. Removal costs are limited to the actual documented cost of removal.

Window Wrap Removal – Maximum Reimbursement

Total Window Area	Commercial & Mixed-Use	Industrial-Zoned
Up to 50 sq. ft.	Up to \$250	Up to \$150
51–100 sq. ft.	Up to \$400	Up to \$250
101–200 sq. ft.	Up to \$600	Up to \$350
201–300 sq. ft.	Up to \$800	Up to \$500
Over 300 sq. ft.	Up to \$1,000	Up to \$750

Ineligible Costs

The following expenses are not eligible for reimbursement:

- Window replacement or repair.
- Interior tenant improvements.
- Temporary banners or paper signs.
- Routine maintenance.
- Digital displays or electronic signage.
- Advertising for businesses located outside the CRA District.
- Offensive messaging – to be determined by CRA Board and/or CRA Staff
- Improvements completed prior to CRA approval.

CRA Redevelopment Program Initiatives

The Vacant Storefront Window Wrap Program directly supports the following Redevelopment Program Initiatives identified in the Lake Park CRA Master Plan:

- **1.A.1 – Economic Development:** Establish the Lake Park CRA as the “Lake Park Creators District,” a place that celebrates entrepreneurs and creators and is targeted to millennials, start-up businesses, nonprofits, and those seeking satellite office space.
- **1.A.3 – Economic Development:** Create photo-worthy places where millennials and other generations can share their experiences in Lake Park via social media.
- **1.E.1 – Economic Development:** Establish business assistance programs such as small business lending, shared marketing, entrepreneurship training, trade expansion programs, and data and research sharing.
- **1.E.6 – Economic Development:** Authorize programs to recruit a mix of supportive businesses that aligns with the Plan's goals.
- **1.F – Economic Development:** Expand marketing and promotion efforts to grow awareness of Lake Park.
- **1.F.2 – Economic Development:** Incorporate public art wherever possible, including redevelopment projects and public spaces.
- **1.F.4 – Economic Development:** Establish a more business-friendly mural program and improve properties through murals or façade improvements, including consideration of matching grants or other incentives.
- **3.C – Public Improvements and Infrastructure:** Improve aesthetics throughout the CRA.
- **5.D.4 – Redevelopment Support:** Provide funding and support for programs and activities that encourage safety through Crime Prevention through Environmental Design (CPTED).

VACANT STOREFRONT WINDOW WRAP PROGRAM APPLICATION

Date of Application: _____

PROPERTY INFORMATION

Address of Property: _____

Property Owner: _____

Property Owner Address: _____

Phone: _____

Email: _____

Property Type:

☐ Commercial

☐ Mixed-Use

☐ Industrial

Is the property currently vacant?

☐ Yes

☐ No

Is the storefront visible from a public street, sidewalk, or public parking area?

☐ Yes

☐ No

APPLICANT INFORMATION

Name of Applicant: _____

Applicant Address: _____

Phone: _____

Email: _____

Applicant Type:

- ☐ Property Owner
☐ Property Management Company
☐ Authorized Leasing Agent

If applicant is not the property owner, written authorization from the property owner must be provided.

PROJECT INFORMATION

Total Window Area to be Wrapped: _____ sq. ft.

Number of Windows: _____

Describe the applicant's strategy for marketing the vacant space and attracting tenants:

Briefly describe the proposed window wrap and intended content:

Proposed Content:

- ☐ Downtown Lake Park Branding
☐ Historic Imagery
☐ Community Imagery
☐ Available for Lease Information
☐ Other: _____

Proposed Design/Artwork Provider, if applicable:

FUNDING REQUEST

Estimated Design Cost: \$ _____

Estimated Production Cost: \$ _____

Estimated Installation Cost: \$ _____

Estimated Removal Cost, if applicable: \$ _____

Total Project Cost: \$ _____

Total Funding Request: \$ _____

Applicable Funding Category:

- ☐ Commercial/Mixed-Use
☐ Industrial

REQUIRED DOCUMENTATION

- Completed application and Eligibility & Application Requirements Form.
- Photograph(s) of the vacant storefront and windows.
- Window measurements or estimated total window square footage.
- Conceptual design, artwork, or proposed content for the window wrap.
- Written quote(s) for design, production, and installation, if applicable.
- Proof of property ownership or written authorization from the property owner, if applicable.
- Marketing and business recruitment plan demonstrating how the applicant intends to promote the vacant commercial space and encourage tenant occupancy.

APPLICANT CERTIFICATION

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this application does not guarantee funding or approval and that all requests are subject to available CRA funding, applicable program requirements, and final administrative approval by the CRA Executive Director.

I understand that improvements may not begin prior to CRA approval and execution of all required agreements. I further understand that the CRA must approve the final window wrap design prior to production and installation.

Applicant Signature: _____

Print Name: _____

Title: _____

Date: _____

PROPERTY OWNER AUTHORIZATION

I authorize the applicant identified in this application to coordinate the installation and, when applicable, removal of the approved window wrap. I understand that the applicant is responsible for paying all project expenses before requesting reimbursement from the CRA.

Property Owner Signature: _____

Print Name: _____

Date: _____

EXHIBIT A**COMMUNITY REDEVELOPMENT AGENCY (CRA)
VACANT STOREFRONT WINDOW WRAP PROGRAM
ELIGIBILITY AND APPLICATION REQUIREMENTS FORM**

Please read and initial beside each application requirement once complete.

STEP 1: APPLICATION REQUIREMENTS

_____ Meet with CRA Staff, if required, to determine if the property is eligible for the program.

_____ Complete the application and review the checklist to ensure all required information has been provided. Incomplete applications may not be accepted.

_____ Provide photographs of the vacant storefront and windows proposed for wrapping.

_____ Provide window measurements or the estimated total square footage of the window area to be wrapped.

_____ Provide conceptual artwork, design, or proposed content for the window wrap.

_____ Provide a written quote for design, production, and installation, if applicable.

_____ Submit a marketing and business recruitment plan describing the strategies that will be used to promote the vacant commercial space and attract prospective tenants.

_____ Provide proof of property ownership or written authorization from the property owner, if the applicant is a property manager or authorized leasing agent.

_____ Confirm that the property is located within the Lake Park CRA District and contains a vacant commercial storefront visible from a public street, sidewalk, or public parking area.

_____ Confirm that the property is zoned for commercial, mixed-use, or industrial use.

_____ Confirm that the storefront windows are suitable for installation of perforated vinyl graphics.

_____ Confirm that the property is in compliance with applicable Town codes and regulations.

_____ Submit the completed Eligibility and Application Requirements Form, initialed and signed.

_____ I agree to support downtown activation and business recruitment efforts, including cooperation with Town- and CRA-sponsored events, promotional activities, and other initiatives that promote economic activity within the CRA District, as opportunities arise.

_____ I agree to submit quarterly progress updates during the approved project or program participation period, as applicable, and a final report upon completion, documenting marketing activities, leasing efforts, prospective tenant inquiries, downtown activation participation, and the status of the vacant commercial space.

STEP 2: CRA REVIEW & APPROVAL

_____ I understand that applications are reviewed on a first-come, first-served basis, subject to available program funding.

_____ I understand that submission of an application does not guarantee funding or approval.

_____ I understand that the CRA reserves the right to approve, deny, or modify funding requests based on eligibility, available funding, project readiness, and consistency with CRA redevelopment objectives.

_____ I understand that the CRA must approve the proposed design prior to production and installation.

_____ I understand that no work may begin prior to CRA approval and execution of all required agreements.

STEP 3: PROPERTY OWNER RESPONSIBILITIES

_____ I agree to maintain the window wrap in a clean and professional condition.

_____ I agree to notify the CRA within ten (10) business days of new occupancy.

_____ I understand that the window wrap must be removed before tenant occupancy or within thirty (30) days of notification, unless otherwise approved by the CRA.

_____ I will provide reasonable access for installation and removal of the window wrap.

_____ I understand that removal reimbursement is subject to CRA approval, available funding, actual documented removal costs, and the applicable program limits.

_____ Applications shall be reviewed by CRA staff for eligibility, completeness, compliance with program requirements, and available funding. The CRA Executive Director shall have final administrative approval authority for eligible applications within the established program funding limits. Individual applications meeting these requirements shall not require separate CRA Board approval.

ACKNOWLEDGMENT

_____ I understand that ineligible costs include window replacement or repair, interior tenant improvements, temporary banners or paper signs, routine maintenance, digital displays, advertising for businesses outside the CRA District, offensive messaging, and improvements completed prior to CRA approval.

_____ I understand the Vacant Storefront Window Wrap Program requirements and responsibilities described within this document.

I have read and completely understand the program, including the Eligibility and Application Requirements.

Applicant Signature: _____

Print Applicant Name: _____

Date: _____