



SEABROOK FAÇADE IMPROVEMENT INCENTIVE PROGRAM

Program Goal and Description

The City of Seabrook has established a Façade Improvement Program to help strengthen the revitalization of the business community along NASA Parkway, State Highway 146 and Old Seabrook. The Program offers grant funds and design assistance to property and business owners to be matched by their equal or greater investment of private funds for the purpose of restoring/renovating commercial storefronts and replacing deteriorated or poor quality commercial signs and awnings. A Program Committee will evaluate applications to determine eligibility and, based on a set of criteria (listed below) recommend grant awards to those proposed projects that are determined will have the greatest impact on enhancing the targeted area.

Specific Objectives in Targeted Area:

- Encourage private investment in the visual improvement of storefronts, signs and awnings;
- Enhance the appearance of the streetscape and landscaping;
- Reduce vacancies in storefronts and upper floors;
- Expand worker and shopper populations in the community;
- Parking lot improvements;
- Provide a catalyst for others to improve their buildings, signs and awnings.

Program Funding

The Façade Improvement Program is funded through the City of Seabrook's Economic Development Corporation (EDC). Grants for storefront façade improvements are funded on a case by case basis. Interested parties are advised to schedule an appointment with city staff to review plans and city requirements for construction. A completed Business Incentive Application Form will be required prior to a formal submission to the board.

Grant funds are to be used for construction including all architectural and engineering fees. Eligible construction activity includes storefront improvements, awnings, canopies, entries, signage, landscaping parking, and lighting.

Funds will be distributed at the completion of the project. Final invoices for the project should be submitted no later than 30 days after final inspection.

Eligibility for Façade Improvement Program

Eligible projects should be located in areas zoned for commercial and mixed use activities including, but not limited to locations on NASA Parkway, State Highway 146, and in Old Seabrook. Façade improvements are currently limited to street view façade only. However improvements to waterfront views of commercial buildings may be applied for and considered on a case-by-case basis.

- The grant applicant must be a building owner or business owner leasing a storefront;
- If applicant is not the building owner, Tenant must have the property owner's signed approval for proposed project;
- For sign and awning projects, tenant must have at least two years remaining in lease at location of proposed project and/or option to renew for at least two years;
- Each applicant may be awarded only one façade program grant;
- The project applicant must owe no outstanding property taxes, fees, judgments, code violations or liens to the City of Seabrook and have no outstanding judgments or tax liens against the subject.

Overall ineligible activities under the Façade Improvement Project include:

- Interior repairs not integral to the exterior façade improvement
- New building construction
- Apartments, townhomes
- Purchase of property/equipment

***** Special Note Regarding Landscaping and Parking Improvements *****

Purpose: To create sustainable irrigation and plant or garden landscapes that meet specific sustainable specifications for improving the street view landscaping of a business.

The landscaping component of the proposal must address:

- Types of plants to be used
- Irrigation and upkeep
- Renderings
- Sources of materials

To Apply

It is important to schedule a meeting about the project with city staff as soon possible to discuss the procedure and necessary documentation required for review.

Given limited program resources, additional points will be given to applications in which the private investment is greater than 50% of the project budget.

Reimbursement Procedure

Once final inspection has been made by the city's code enforcement officer, all related invoices should be submitted to the EDC Director. Please note that grant funds will not pay for expenses incurred prior to the grant award and prior to Program Committee approval of invoices. Payment – once approved – is usually processed 30 days after invoice submission.

For additional information and to schedule a preliminary project discussion, please contact:

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