



*Leon Valley Economic Development Corporation*

October 16, 2013

Dear Leon Valley Business,

The Leon Valley Economic Development Corporation (LVEDC) was created to strengthen the Leon Valley business community by providing business and retention support along with redevelopment of commercial property. This money is used to help Leon Valley businesses by providing grants and loans to those looking to expand and improve their operations in the city. It is also used to attract new businesses to the city and to fund the administrative operations of the Board.

In an effort to assist Leon Valley businesses and address concerns about attracting customers, the LVEDC has developed proposed guidelines for a new program – the Façade and Signage Program. This program is designed to provide local businesses with an opportunity to fund some of the needed improvements to their buildings or storefronts or signage to help attract customers.

We would like to get feedback and comments from you, the business owners and managers of Leon Valley businesses, on the proposed program guidelines. The Façade and Signage Program DRAFT guidelines can be found on the City of Leon Valley website. Please visit: [www.leonvalleytexas.gov](http://www.leonvalleytexas.gov) and go to the link LVEDC Façade and Signage Program DRAFT Guidelines.

Your input or comments on the DRAFT will help guide the LVEDC on serving the needs of the businesses in Leon Valley. All comments should be sent by 5:30 p.m. on November 11 to:

Claudia Mora, Economic Development Director  
City of Leon Valley  
[c.mora@leonvalleytexas.gov](mailto:c.mora@leonvalleytexas.gov)

In addition, the LVEDC will have a special meeting on Wednesday, November 13, at 6 p.m. in the City Hall City Council Chambers to receive comments on the guidelines from the business community. We invite you to attend.

Thank you for your time and comments. We look forward to hearing from you so that we can better serve Leon Valley businesses.

Sincerely,

Stephen Ynostrosa  
President

Leon Valley Economic Development Corporation

**LEON VALLEY ECONOMIC DEVELOPMENT CORPORATION (LVEDC)  
FAÇADE AND SIGNAGE PROGRAM**

**GUIDELINES**

**PURPOSE:** The Leon Valley Economic Development Corporation (LVEDC) Façade and Signage Program is designed to encourage the visual improvement and enhancement of façades and business signage for commercial and retail businesses in Leon Valley. The goal of the program is to promote a positive city image to increase economic stability for Leon Valley businesses.

**PROGRAM OVERVIEW:** The Façade and Signage Program is for sales tax generating retail and commercial business owners and building owners within the corporate limits of Leon Valley. Program funding is only for building exteriors and new signage.

Through the Façade and Signage Program, the LVEDC will provide up to a 50% matching grant (up to \$10,000) to business or building owners who construct eligible improvements to the façades of their buildings or repair/replace signs in conformance with the City of Leon Valley's sign requirements. The business or building owner who will be funding the majority of the improvements must apply for and be approved by the LVEDC in order to receive the 50% matching grant.

**GUIDELINES:**

- Grants will be given for exterior improvements; not interior improvements.
  - Project can include repair or replacement of canopies, awnings, roofs, glass and windows, entrance upgrades, façade painting, original exterior architectural feature repair or replacement, exterior brick veneers or treatments, improvements for ADA accessibility compliance, and general façade items.
- Grants will be given for signage -- signage repair or replacement.
- Grants will NOT be given for improvements or repairs, including signage that has already commenced.
- Grants will be provided for a 50% match, and will not exceed \$10,000.
- Applicants must be current in their payment of City utilities and local property taxes.
- Reimbursement will be made after the completion of the work specified in the application, upon evidence of paid receipts, and after the building improvements are inspected and passed by the City's building inspector.
- All building and signage enhancements must adhere to the City of Leon Valley building codes, zoning requirements, and Sustainability and Commercial Overlay Districts requirements.

**APPLICATION PROCESS:** Applications will be reviewed and evaluated based on the following criteria:

- Completeness of application – written description of work to be completed, cost estimate, photos of façade or sign to be repaired or improved
- Matching funds ratio (1:1 minimum; 2:1 or greater preferred)
- Amount and type of repair/replacement work to be done
- If applicant is leasing the property, applicant must obtain written permission or approval from the property owner regarding the proposed improvement.
- If the board does not approve an application, re-application for the same project will not be permitted for a period of six (6) months from the date of disapproval. A business may re-apply once for funding on a disapproved project.
- Applications must be submitted to:

Leon Valley Economic Development Corporation (LVEDC)  
c/o Economic Development Department

6400 El Verde Road  
Leon Valley, Texas 78238

*This program does not create any type of indefinite contractual relationship between the LVEDC and any of the participants or proposed participants in this program. Each Party making application understands that the funding of this program is through the sole discretion of the LVEDC and that the funding may be revoked at any time.*

#### **EVALUATION CRITERIA**

Below are the evaluation criteria that will be used to judge each of the submitted projects:

- Professional quality of design
- Matching funds ratio
- Proposed improvements are sufficient to improve the aesthetics of the structure/site
- Consistency of design with business activity and surrounding commercial structures
- Proposed improvements of property will impact revitalization efforts of the City

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