



News Release

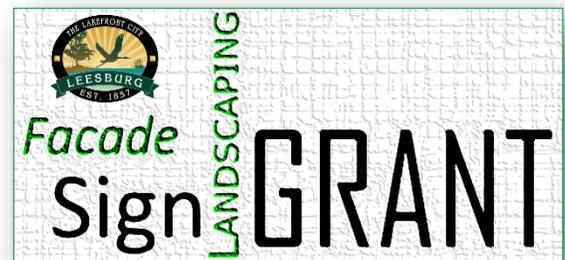
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Contact: Derek Hudson, Public Information Officer
Main: 352.728.9786 ext. 1121
Mobile: 321.287.6591
Email: derek.hudson@leesburgflorida.gov

Leesburg's Facade, Sign, and Landscaping Grant will help businesses get all fixed up

LEESBURG, FL — The City of Leesburg has approved a new Facade, Sign, and Landscaping (FSL) Grant Program. The program will assist property owners in the City's major roadway corridors areas by providing a financial incentive to replace facades, signs, and landscapes that do not conform to the City's current design standards. Participating businesses can receive up to \$20,000.

The goal is to encourage redevelopment of non-conforming facades, signs, and landscaping to newly adopted standards, which place emphasis on aesthetics and ambiance in our Lakefront City. Funding for the program will be available to business/building owners, on a first-come-first-served basis, located within the targeted districts that include U.S. Highway 441, U.S. Highway 27, Dixie Avenue, Main Street, and South Street.



The FSL Grant Program will provide matching funds for exterior (street side) improvements that are consistent with and further the implementation of the City's Land Development Code, Community Redevelopment Agency (CRA) Redevelopment Plans and the City Comprehensive Plan. The City will fund up to 80 percent and not more than \$20,000 for each FSL grant. The applicant must fund the remaining 20 percent. Grant recipients will be able to use the funds for improvements such as replacing windows and doors, exterior painting and siding, landscaping, and architectural design improvements.

Funding for FSL grants will be through a combination of CRA and General Revenue sources. As long as the City funds the FSL Grant Program, the annual grant cycle will begin on Oct. 1 each year with rolling application deadlines while funding is available. For the program kick-off, however, interested businesses can apply immediately.

The easiest way to apply for FSL Grant funding is to download the FSL Grant application from the City website, www.leesburgflorida.gov. Applicants can also pick up an application at Leesburg City Hall, the Planning and Zoning Department, or at the Leesburg Chamber of Commerce. A special FSL Committee will review grant applications, and then forward them, with recommendations, to the City Commission, for final approval.

Leesburg is a progressive city of more than 21,000 residents in northwest Lake County. The city government serves twice as many people with its electric, gas, water, wastewater and fiber-optic public utilities. Leesburg also is a central hub for commerce, attracting 50,000 people to work each weekday. For more information, visit www.leesburgflorida.gov.

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