



CITY COUNCIL/COMMUNITY
REDEVELOPMENT AGENCY STAFF REPORT

DATE: November 5, 2008 CONSENT CALENDAR

SUBJECT: ADOPTION OF FAÇADE IMPROVEMENT GUIDELINES FOR THE
DOWNTOWN AND UPTOWN AREAS

FROM: David H. Ready, City Manager/Executive Director

BY: Community & Economic Development Department

SUMMARY

Staff recommends the City Council approve the guidelines for the downtown and uptown façade improvement program as a City program and Agency program. The boundaries of the City-funded program would correspond to the boundaries of the Business Improvement District, while the boundaries of the Redevelopment Agency-funded program would be broader, extending into sections of Merged Project Areas #1 and #2. (The North Palm Canyon, South Palm Canyon, Tahquitz Andreas, and Area 9-A Constituent Areas).

RECOMMENDATION:

1. Approve the City Façade Improvement Guidelines.
2. Approve the Agency Façade Improvement Guidelines.

STAFF ANALYSIS:

In order to be more responsive to the needs of the business community in the downtown, the City Council appropriated \$25,000 at the adoption of the 2008-09 budget for a façade improvement program in the uptown and downtown areas of the City and asked staff to develop program guidelines.

The Downtown and Uptown Property Improvement Program is designed to encourage improvement and investments that contribute to the overall revitalization effort in the Business Improvement District Area. These programs feature grants to finance all or a portion of a property owner or tenant's exterior improvements, and may offer

complimentary design guidance for program participants, as well as an expedited design approval process.

Eligible uses of funds are for:

- Exterior Signs (installation of new or repair or replacement of legally installed and mounted signs; including neon or halo lit signs);
- Awnings, canopies, or sunshades (installation of new or repair or replacement of fixed metal or fabric awnings), which could include perpendicular wall-mounted castle banners (without graphics that would qualify it as signage);
- Painting or exterior surface treatment (stucco, tile, stone, or brick replacement or repair);
- Asphalt paving, replacement or repair of tiles or decorative pavers (not in the public right-of-way); sidewalk or courtyard repaving (not in the public right-of-way);
- Repair or replacement of masonry walls or footings;
- Outdoor lighting (installation of new exterior lighting fixtures; repair or replacement of existing exterior lighting fixtures);
- Installation, repair or replacement of decorative or security fencing;
- Replacement of plate glass windows; re-glazing of windows or change of window mullions with the approval of architectural application by the City;
- Installation or replacement of outdoor landscaping and fountains.

Uses Not Eligible:

Funds may not be used for improvements that are not permanent or mounted or affixed to the building or the sidewalk. Ineligible uses include but are not limited to:

- Vinyl letter signage (windows);
- Portable signs, such as sandwich board or A-frame signs; signs not mounted or attached to storefronts;
- Flags or banners;
- Benches and trash receptacles;
- Tables, chairs, or umbrellas.

Eligible Applicants:

The City-funded program would be offered to property owners or business tenants located in the Business Improvement District area. The Business Improvement District boundaries include all businesses on Palm Canyon Drive, north of Ramon Road and south of Tachevah Drive along both sides of the street; Indian Canyon Drive, north of Ramon Road and south of Alejo Road along both sides the street; Belardo Road, north of Ramon Road and south of Alejo Road on both sides of the street; Museum Drive on both sides of the street; Tahquitz Canyon Way west of Indian Canyon Drive on both

sides of the street; La Plaza; Andreas Plaza; Amado Road; Arenas Road; and Baristo Road from Indian Canyon Drive west to Belardo Road on both sides of the street.

The Community Redevelopment Agency-funded program is more expansive, extending to areas outside the BID area north and south along Palm Canyon Drive and Indian Canyon Drive, as well as the commercial/retail area in the western section of Section 14. A business owner that is not the property owner must show evidence of the right to alter the property, or consent from the property owner.

Grant Amounts:

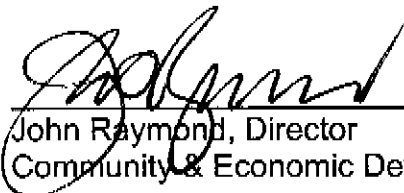
If the City or Agency provides all of the project funding, the maximum grant shall be \$2,500. However, applicants are encouraged to match City funds: the maximum grant increases to \$5,000 if the applicant matches the City funds with a \$2,500 private contribution.

Process:

Applications are available in the Department of Community & Economic Development. The application will ask for a narrative description of the project scope. The applicant will hire the contractor and is responsible for obtaining design approvals. The City shall provide some assistance in scoping the project and will reimburse the applicant for work performed, based on submittal of evidence of work performed and paid.

FISCAL IMPACT:

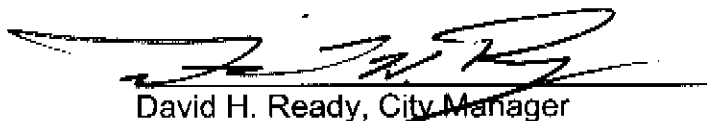
The cost of the program to the City is \$25,000, which was included in the 2008-09 budget. The Agency will match the amount, moving funds from Unscheduled Capital Projects into the program.



John Raymond, Director
Community & Economic Development



Cathy Van Horn
Economic Development Administrator



David H. Ready, City Manager



Tom Wilson, Assistant City Manager

Attachment:

City/Agency Exterior Property Owner/Tenant Improvement Grant Program Guidelines

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, ADOPTING A DOWNTOWN AND UPTOWN PROPERTY IMPROVEMENT GRANTS PROGRAM FOR PROPERTIES WITHIN THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Exterior Property Owner/Tenant Improvement Grants Program, attached as Exhibit A, is approved.

SECTION 2. The City Manager is authorized implement the Exterior Property Owner/Tenant Improvement Grants Program.

ADOPTED THIS 5th day of November, 2008.

ATTEST:

David H. Ready, City Manager

James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a meeting of the City Council of the City of Palm Springs on the 5th day of November, 2008, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California

**CITY OF PALM SPRINGS
PALM SPRINGS COMMUNITY REDEVELOPMENT AGENCY**

**EXTERIOR PROPERTY OWNER/TENANT
IMPROVEMENT GRANTS PROGRAM**

The City of Palm Springs and its Community Redevelopment Agency have developed a Downtown and Uptown Property Improvement Program designed to encourage improvement and investments that contribute to the overall revitalization effort in the Business Improvement District Area. The Spruce-Up Program features grants of **up to \$2,500** to finance all or a portion of a property owner or tenant's **exterior** improvements, and could feature complimentary design guidance for program participants, as well as an expedited design approval process.

Eligible uses of funds are for:

- Exterior Signs (installation of new or repair or replacement of legally installed and mounted signs; including neon or halo lit signs);
- Awnings, canopies, or sunshades (installation of new or repair or replacement of fixed metal or fabric awnings), which could include perpendicular wall-mounted castle banners (without signage);
- Painting or exterior surface treatment (stucco, tile, stone, or brick replacement or repair);
- Asphalt paving, replacement or repair of tiles or decorative pavers (not in the public right-of-way); sidewalk or courtyard repaving (not in the public right-of-way);
- Repair or replacement of masonry walls or footings;
- Outdoor lighting (installation of new exterior lighting fixtures; repair or replacement of existing exterior lighting fixtures);
- Installation, repair or replacement of decorative or security fencing;
- Replacement of plate glass windows; re-glazing of windows or change of window mullions with the approval of architectural application by the City;
- Installation or replacement of outdoor landscaping and fountains.

Uses Not Eligible:

Funds may not be used for improvements that are not permanent or mounted or affixed to the building or the sidewalk. Ineligible uses include but are not limited to:

- Vinyl letter signage (windows);
- Portable signs, such as sandwich board or A-frame signs; signs not mounted or attached to storefronts;
- Flags or banners;

- Benches and trash receptacles;
- Tables, chairs, or umbrellas.

Eligible Applicants:

Property owners or business tenants located in the Business Improvement District area. The Business Improvement District boundaries include all businesses on Palm Canyon Drive, north of Ramon Road and south of Tachevah Drive along both sides of the street; Indian Canyon Drive, north of Ramon Road and south of Alejo Road along both sides the street; Belardo Road, north of Ramon Road and south of Alejo Road on both sides of the street; Museum Drive on both sides of the street; Tahquitz Canyon Way west of Indian Canyon Drive on both sides of the street; La Plaza; Andreas Plaza; Amado Road; Arenas Road; and Baristo Road from Indian Canyon Drive west to Belardo Road on both sides of the street.

The Community Redevelopment Agency-funded program is more expansive, extending to areas outside the BID area north and south along Palm Canyon Drive and Indian Canyon Drive, as well as the commercial/retail area in the western section of Section 14. A business owner that is not the property owner must show evidence of the right to alter the property, or consent from the property owner.

Grant Amounts:

If the City or Agency provides all of the project funding, the maximum grant shall be \$2,500. However, applicants are encouraged to match City funds: the maximum grant increases to \$5,000 if the applicant matches the City funds with a \$2,500 private contribution. The grant increases on a dollar for dollar basis over \$2,500, up to the \$5,000 cap.

Process:

Applications are available in the Department of Community & Economic Development. The application will ask for a narrative description of the project scope. The applicant will hire the contractor and is responsible for obtaining design approvals. The City shall provide some assistance in scoping the project and will reimburse the applicant for work performed, based on submittal of evidence of work performed and paid.

RESOLUTION NO.

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF PALM SPRINGS, CALIFORNIA, ADOPTING A DOWNTOWN AND UPTOWN PROPERTY IMPROVEMENT GRANTS PROGRAM FOR PROPERTIES WITHIN THE COMMUNITY REDEVELOPMENT AGENCY MERGED PROJECT AREAS NO. 1 AND 2.

THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Exterior Property Owner/Tenant Improvement Grants Program, attached as Exhibit A, is approved.

SECTION 2. The Executive Director is authorized implement the Exterior Property Owner/Tenant Improvement Grants Program.

ADOPTED THIS 5th day of November, 2008.

ATTEST:

David H. Ready, Executive Director

James Thompson, Assistant Secretary

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, Assistant Secretary of the Community Redevelopment Agency of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a meeting of the Community Redevelopment Agency of the City of Palm Springs on the 5th day of November, 2008, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

James Thompson, Assistant Secretary
Community Redevelopment Agency

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