



CITY COUNCIL/COMMUNITY
REDEVELOPMENT AGENCY STAFF REPORT

DATE: March 4, 2009 CONSENT CALENDAR

SUBJECT: APPROVE ADDITIONAL FUNDING FOR FACADE IMPROVEMENT PROGRAM 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 \$50,000 in additional funding for the downtown and uptown Facade Improvement program. The Façade Improvement Program boundaries correspond to the Business Improvement District boundaries and extend into sections of Merged Project Areas #1 and #2. (The North Palm Canyon, South Palm Canyon, Tahquitz Canyon, Andreas, and Area 9-A Constituent Areas). The program has been well received and has helped businesses owners make exterior improvements to their storefronts that would not have been possible during this current economic climate.

RECOMMENDATION:

- 1) Approve an additional \$50,000 funding (for a revised total of \$100,000) for the Facade Improvement Program;
- 2) Direct the Finance Director to appropriate \$50,000 from Unscheduled Capital Projects (Merged Area No. 1) 811-8191-50000 to the Facade Improvement Program.

STAFF ANALYSIS:

In order to be more responsive to the needs of the business community in the downtown and uptown areas, the Business Retention Subcommittee, lead by Council members Foat and Hutcheson, recommended developing a Facade Improvement Program. On November 5, 2008 the City Council approved guidelines establishing the Facade Improvement Program and a funding allocation of \$50,000.

Program Overview:

The Downtown and Uptown Facade Improvement Program is designed to encourage improvement and investments that contribute to the overall revitalization effort in the Business Improvement District Area. The program features grants to finance all or a portion of a property owner or tenant's exterior improvements. If the City/Agency provides the entire project funding, the maximum grant is \$2,500. However, applicants are encouraged to match City/Agency funds, which increase the maximum grant to \$5,000.

So far we have received 22 applications totaling \$77,111, which exceeds the funds initially set aside for the program. Five applicants have completed their work and submitted a request for reimbursement, which totals \$13,108. Other applicants are in the process of completing the work they proposed. The applicants receive their grant when the work is completed and show evidence of payment. There are some applicants who have not submitted all the paperwork required to execute the reimbursement agreement, but are counted in the system until their application is withdrawn.

The types of improvements being done under the program include: exterior painting, sign refurbishing and replacements; awnings – new and replacements; glass/window replacement; replace/repair decorative wall; and landscaping.

The City Council appropriated \$25,000 at the adoption of the 2008-09 budget. A budget adjustment in January 2009 added an additional \$25,000 to bring the total program budget to \$50,000. Staff is requesting an additional \$50,000 in funding to expand the Facade Improvement Program to \$100,000.

FISCAL IMPACT:

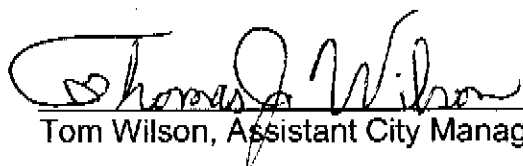
There will be no impact to the General Fund. Funds are available in Merged Area #1 Unscheduled Capital, which has a balance of \$229,498.03.



Cathy Van Horn
Economic Development Administrator



David H. Ready, City Manager



Tom Wilson, Assistant City Manager

Attachment: City/Agency Façade Improvement Program Guidelines and Application

**THE CITY OF PALM SPRINGS/
PALM SPRINGS COMMUNITY REDEVELOPMENT AGENCY
EXTERIOR PROPERTY OWNER/TENANT IMPROVEMENT GRANTS**

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.



THE CITY OF PALM SPRINGS/
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EXTERIOR PROPERTY OWNER/TENANT IMPROVEMENT GRANTS

APPLICATION FORM

APPLICANT INFORMATION

Business Name:	
Business Address:	
Applicant's Name:	
Address:	
Phone:	
Email:	

PROJECT DESCRIPTION

Description of Requested Improvements: _____ _____ _____ _____	<p>Please note that 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.</p>
Estimated Cost: _____	
Is this your estimated cost, or have you obtained a bid or estimate from an architect or contractor? ____ self ____ contractor ____ architect	Amount applying for: \$ _____
(Please provide a copy of estimate if available)	



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**APPLICATION FORM
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PROPERTY INFORMATION

FOR OWNER OCCUPANTS	FOR TENANT/LESSEES
I hereby certify that I am the owner of my business property. The property is vested (owned) under the following name:	I am a lessee/renter of the space for which I am applying for a Façade Improvement Grant. The owner of the property is:
Property Owner Legal Name: _____	_____
Contact Information: _____ _____	Contact information for the property owner: _____ _____
Assessors Parcel Number: _____ _____	Remaining years on lease term: _____ Assessors Parcel Number: _____

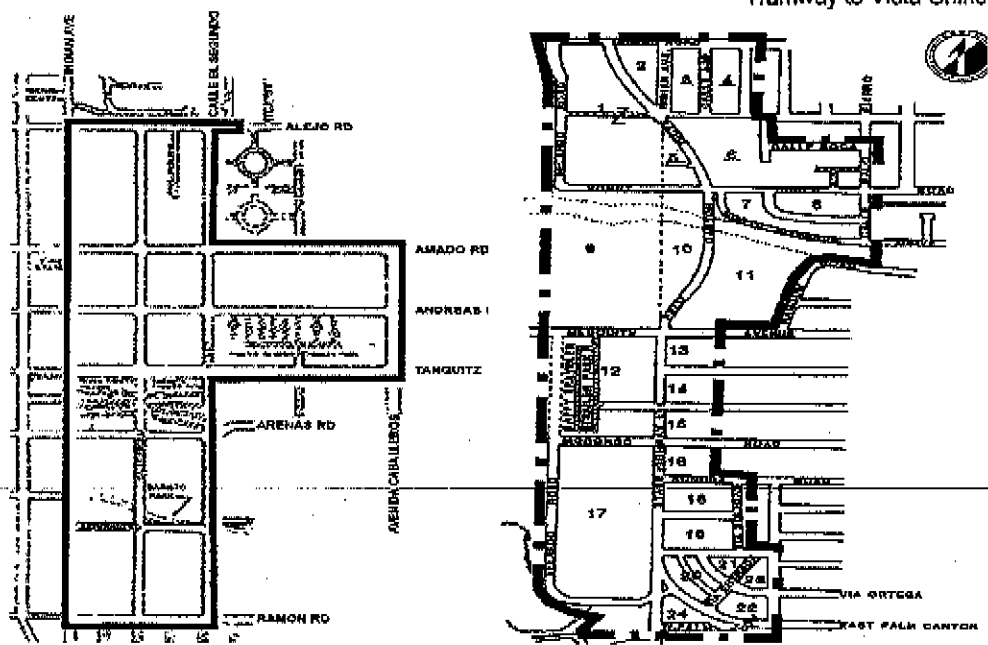
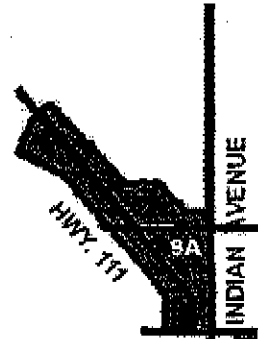
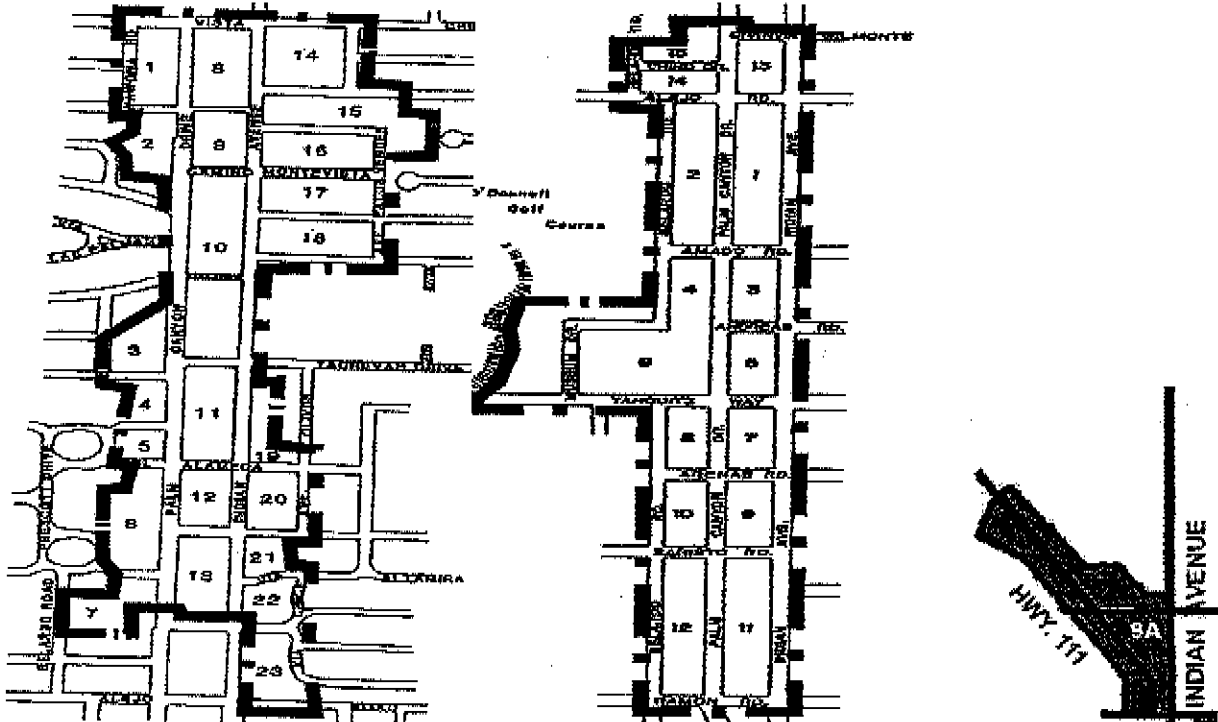
PROGRAM BOUNDARIES

Please Note that this is a joint City and Redevelopment Agency Program. Eligibility in the City-funded program is limited to those businesses located in the Business Improvement District area, defined as 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. For Businesses Outside that area, please refer to the maps on Page 3.



THE CITY OF PALM SPRINGS/
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 EXTERIOR PROPERTY OWNER/TENANT IMPROVEMENT GRANTS

ELIGIBLE REDEVELOPMENT AREAS





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APPLICATION CHECKLIST

All applicants must provide:

- Application (Completed and Signed by Applicant)
- If incorporated, evidence that applicant has authorization to apply for program
- Verification of Property Ownership, if owner (Title or Deed of Trust)
- Evidence of Tenant's Right to Make Improvements, if tenant or lessee (Signed)
- Description of Scope of Work
- Estimate or Bid, if available
- Copy of Valid Palm Springs Business License

No assistance may be provided for any contract awarded before the application is approved. Once the application is approved by the City, the applicant must provide the following:

- Evidence of required permit approvals from the City of Palm Springs
- If claiming cash match, provide verification of funds availability (loan agreement, canceled checks, etc.)

I hereby declare that the foregoing information is true and correct to the best of my knowledge. I authorize the City of Palm Springs to verify the information to determine my eligibility and to conduct an inspection of my property. I understand that as the applicant I will hire the contractor and am responsible for obtaining design approvals. I understand that the program provides that the City will reimburse the applicant for work performed, based on submittal of evidence of work performed and paid, and that neither the City nor the Redevelopment Agency will pay contractors or vendors directly.

Applicant

Date

Mail or deliver completed application with copies of required documents to:
City of Palm Springs – Department of Community & Economic Development
3200 E. Tahquilt Canyon Way, Palm Springs, CA 92262
Fax 760-322-8325 or email Cathy.VanHorn@palmsprings-ca.gov;
Or mail to: P.O. Box 2743, Palm Springs, CA 92263
Questions please call: 760-323-8259