



CITY COUNCIL/COMMUNITY
REDEVELOPMENT AGENCY STAFF REPORT

DATE: October 7, 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 that the City Council approve \$50,000 in additional funding for the downtown and uptown Facade Improvement Program. The Facade Improvement Program boundaries correspond to the Business Improvement District boundaries and extend into sections of the Redevelopment Agency's Merged Project Areas #1 and #2. The program has been well received and has helped business and property owners make exterior improvements to their storefronts that would not have been possible during this economic climate.

RECOMMENDATION:

- 1) Approve an additional \$50,000 funding 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 the funding allocation. Staff is requesting additional funding to continue the Facade Improvement Program for the remainder of the 2009-2010 fiscal year.

Program Overview:

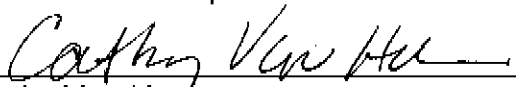
The Facade Improvement Program is designed to encourage improvement and investments that contribute to the overall revitalization effort in the downtown and uptown areas of the City. The program features grants to finance all or a portion of a property owner or tenant's exterior improvements. If the Agency provides the entire project funding, the maximum grant is \$2,500. However, applicants are encouraged to match Agency funds, which increase the maximum grant to \$5,000. The applicants receive their grant when the work is completed and the applicant submits evidence of payment. 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.

Since the inception of the program, 53 applicants have completed facade improvement work, which equates to \$162,000 of grant reimbursements. There are currently fourteen applicants in the process of completing their proposed exterior improvements. The value of the work in progress is approximately \$41,000.00.

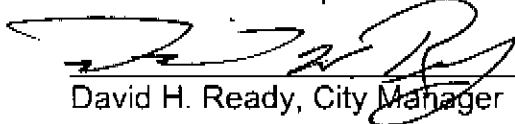
The Facade Improvement Program started with a budget allocation of \$175,000. Staff is requesting an additional \$50,000 in funding to expand the Facade Improvement Program to \$225,000, allowing for additional applicants to apply for the grant.

FISCAL IMPACT:


There will be no impact to the General Fund. Funds are available in Merged Area #1 Unscheduled Capital.



Cathy Van Horn
Economic Development Administrator



David H. Ready, City Manager



Tom Wilson, Assistant City Manager

Attachment: City/Agency Facade 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/
PALM SPRINGS COMMUNITY REDEVELOPMENT AGENCY
EXTERIOR PROPERTY OWNER/TENANT IMPROVEMENT GRANTS

APPLICATION FORM

APPLICANT INFORMATION

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

PROJECT DESCRIPTION

<p>Description of Requested Improvements:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Estimated Cost: _____</p> <p>Is this your estimated cost, or have you obtained a bid or estimate from an architect or contractor?</p> <p>___ self ___ contractor ___ architect</p> <p>(Please provide a copy of estimate if available)</p>	<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> <p>Amount applying for: \$ _____</p>
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EXTERIOR PROPERTY OWNER/TENANT IMPROVEMENT GRANTS**

**APPLICATION FORM
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PROPERTY INFORMATION

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

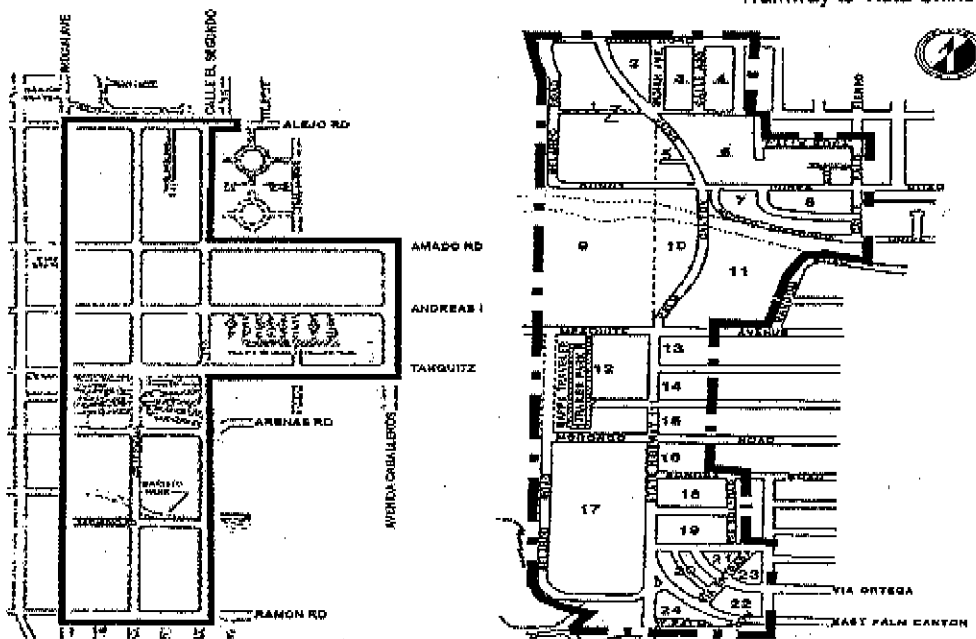
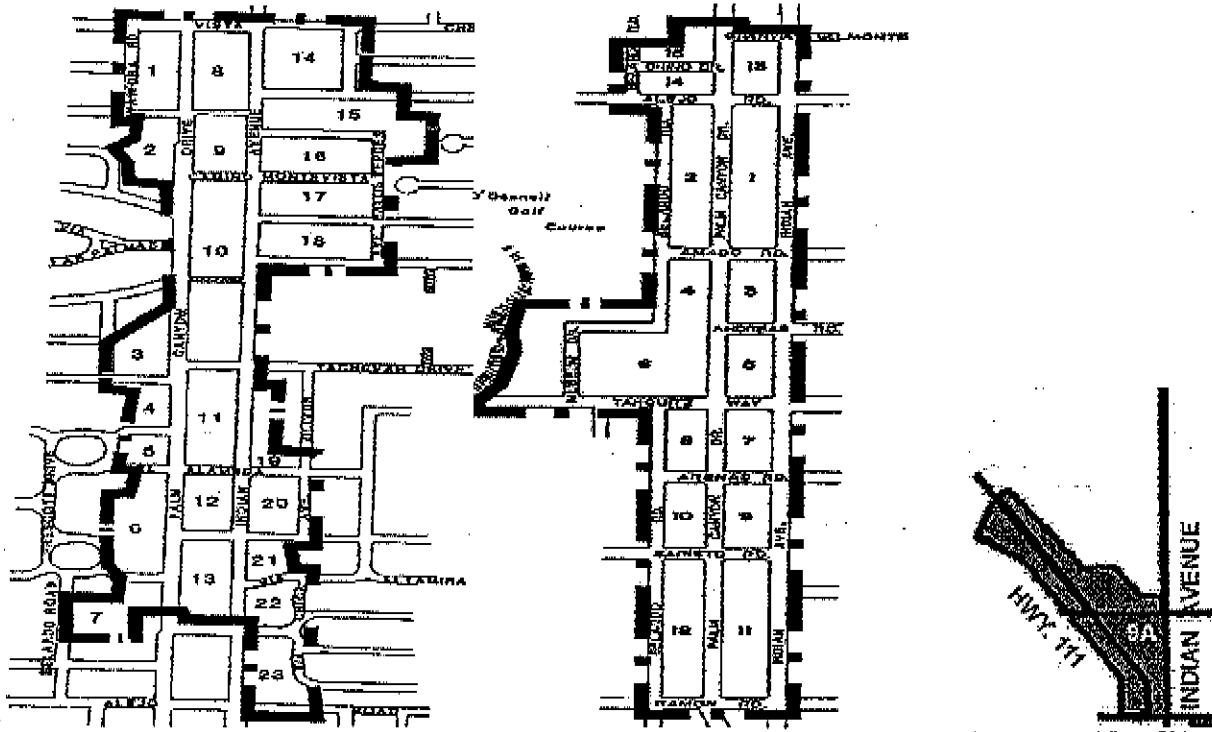
PROGRAM BOUNDARIES

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/
 PALM SPRINGS COMMUNITY REDEVELOPMENT AGENCY
 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 (Applicant)
- Copy of Valid Palm Springs Business License (Contractor hired to perform work)

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. Tahquitz Canyon Way, Palm Springs, CA 92262
Fax 760-322-8325 or email Cathy.VanHorn@palm Springs-ca.gov
Or mail to: P.O. Box 2743, Palm Springs, CA 92263
Questions please call: 760-323-8259