How about a front facade improvement to make your business more attractive and inviting to customers?

**THIS NEW PROGRAM CAN ASSIST YOUR BUSINESS!**

**What is it?**
The City of Pacific Grove started the program beginning of 2018, and because it was a huge success, it’s back for a second year! This program is available to help qualified businesses improve and enhance the physical appearance of the business storefront. The program offers façade improvement reimbursement. The City Council approved a TOTAL $50,000 budget for the program to help building owners and tenants get a portion of their maintenance, repair and construction costs reimbursed.

*The City will reimburse up to 50% of the total cost of eligible activities (up to a maximum of $5,000).*

**Who is Eligible?** Owners and tenants of all commercial buildings in Downtown Pacific Grove.

**The following is a possible list of eligible projects:**
- Replacement of broken window panes, aluminum or wood windows and broken store front glass
- Repainting of old brick
- Removal of non-conforming signage
- Scraping, priming, and painting storefront
- Repair or replacement of deteriorating signs
- Repair or replacement of missing or broken tile
- Cleaning or replacement of worn awnings or canopies
- Rehabilitation of the upper facade and display areas, or building side walls may also be eligible if street level improvements are approved
- Other minor repairs when incidental to overall façade improvements

**Interested? Come to the Little House in Jewel Park at 2:00pm to 2:30pm on January 9, 2019. Staff will go over the program requirements.**

Applications will be accepted until Program funds are depleted.

**Where can I get more information?**
CEDD, Call 831.648.3183
300 Forest Ave, 2nd Floor
mbrodeur@cityofpacificgrove.org
Facade Improvement

A Program for Downtown Businesses of the City of Pacific Grove

Community & Economic Development Department
300 Forest Avenue
Pacific Grove, California

(831) 648-3189
The Façade Improvement Program Explained

The City of Pacific Grove has a returning program from last year’s Pilot Program, to help qualified participants improve and enhance the physical appearance of a business in the downtown area. The program offers façade improvement reimbursement by combining public funds and private investments to improve the physical appearance of commercial properties in the downtown area.

After a Pilot Program was launched last fiscal year, the City of Pacific Grove City Council approved the budget for the Community & Economic Development Department for Fiscal Year 2018-2019. As part of the Department’s budget, the funding for a modest Façade Improvement Program was included under the Council Goal of “Downtown Revitalization” based on the successful Pilot last fiscal year. The amount budgeted is $50,000.

Pacific Grove’s downtown represents the heart of the community. Many of the buildings located in the downtown are historic and require ongoing maintenance. Even the more contemporary buildings experience exterior degradation. Various environmental conditions help to negatively impact the quality of the exteriors of downtown buildings over time. Building elements such as paint, awnings, signs, windows and doorways are in constant need of maintenance and repair. Keeping our downtown looking clean and attractive is an important aspect of placemaking and our existing building inventory is one of the most important aspects of downtown placemaking.

Developed as an economic development incentive, the Façade Improvement Program assists owners and merchants to keep storefronts looking attractive and inviting to the shopping public. The Community & Economic Development Department set up the program so that both building owners and tenants can get a portion of their maintenance, repair and construction costs reimbursed. Once a building owner has completed eligible building restoration activities, the City will reimburse up to 50% of the total cost of those eligible activities (up to a maximum of $5,000.00). That means a building owner can contract up to $10,000 worth of restorative activities completed and will be reimbursed up to half of those costs.

The City Council decided to continue the Program beyond the Pilot Year based on the observed success of the pilot. The City reserves the right to cancel or modify this Program at any time prior to funding approval, without notice.
Eligible Properties

A. Eligible Properties

Applications may be submitted for commercial properties, either owner or tenant occupied, within the Downtown area. Other areas of the City may be added to the Program at a later date.

- Property must be maintained for commercial use.
- Mixed use buildings with retail/commercial storefront uses may be considered.

B. Non-eligible Properties

- Sectarian or religious facilities
- Sexually oriented businesses
- Check cashing agencies
- Non-bank financial offices
- Liquor stores
- Converted homes or residences
- Auto related businesses
- Any legal nonconforming use

C. Eligible Applicants

Commercial property and business owners located in the downtown area (DC Downtown Commercial Zoning District) may apply for assistance. Tenants must have an executed lease and the property owner's approval.

D. Eligible Project/Activities

Facade Improvement funds are for building improvement projects. All improvements must be permanent or fixed and must comply with applicable design standards, guidelines and Building Code regulations. Eligible improvements may include, but are not limited to:

- Complete facade rehabilitation;
- Replacement of broken window panes, aluminum or wood windows and broken store front glass;
- Repointing of old brick;
- Removal of non-conforming signage;
- Scraping, priming, and painting of window frames, cornice and store front;
- Painting of surfaces that have been previously painted;
- Repair or replacement of deteriorating signs and brackets when attached to the building;
- Repair or replacement of missing or broken tile;
- Repair or replacement of worn awnings or canopies;
- Removal of metal slipcovers to expose original facade materials;
- Rehabilitation of the upper facade and display areas or side walls of a building may also be eligible if street level improvements are approved.
- Other minor repairs when incidental to overall façade improvements such as:
  Professional, architectural, and City permit fees may be included in the total improvement costs.
E. Non Eligible Project/Activities

The following improvements are not eligible for reimbursement.

- Parking lots;
- Landscaping;
- Fencing;
- Security improvements;
- Roofs or re-roofing when not visible from the street;
- Work which has been performed or which has been placed under contract prior to approval of an application
- Additions that increase the building footprint by 20% or more
- Technology installation and upgrades
- Interior repairs and finish-out construction
Basic Procedures

STEP 1 – Applicant eligibility

- Business or commercial property owners are eligible to apply for Facade Improvement funds if the business is 1 - located within the C-D Downtown Zoning District; and 2 - utilized for commercial purpose (this does NOT include residences or apartments).
- For information on area boundaries see City’s Official Zoning Map.
- Applicant meets with representatives of the Community & Economic Development Department.
  - To be eligible for funds, applicant must have the Director's approval of the proposed work.
  - Community & Economic Development Department staff will work with applicant, once selected, to create a design that satisfies all.
- If needed, a meeting at the site with the applicant, the applicant's contractor and staff can be arranged to discuss the application process, area design guidelines and/or to develop a preliminary design concept.

STEP 2 – Complete the Application

- The application (enclosed herein) is to be completed by the applicant (business owner, property owner or tenant). A completed application must contain applicant information, property information, and project information. Incomplete applications will not be accepted.
- Design assistance or preliminary project discussion meetings may be arranged if the applicant is uncertain what improvements are needed or would like suggestions. Inquiries may be made to staff at 831.648.3183 or mbrodeur@cityofpacificgrove.org
- A written bid per scope of work is required.
- Contractors bidding must have the following:
  - General Liability Insurance
  - Not be suspended or debarred from the license
  - Not be a family member of the applicant
  - Must use AIA standard contract
  - CEDD staff has a list of contractors pre-selected for projects. Applicant may select three of these contractors to bid or suggest one of their own.
- Completed applications should be submitted in person at:
  City of Pacific Grove
  Community & Economic Development Department
  300 Forest Avenue
  Pacific Grove, CA 93950

- Once an application is received, staff will confirm eligibility of the site and the proposed scope of work, notify the applicant that the application has been received and is under review and arrange a Project Review meeting.
- Projects that are eligible for funding will be considered on a first come, first served basis. There is no deadline; applications are accepted year round. **Applications may be limited due to funding availability.**

STEP 3 – Project Review and Contract Execution

- A Project Review meeting is required to be conducted prior to contract execution and construction beginning.
- Staff will conduct the Project Review meeting with the applicant to review the application. A site visit may also be helpful but is not required.
- Staff will discuss the merits of the project and form a recommendation based on the application review criteria to either fund the project or require the applicant to make changes and re-submit.
- If approved, a Funding Agreement (contract) will be prepared by City staff. Applicant must furnish copies of all required endorsements and an original completed Certificate(s) of Insurance to the Community & Economic Development Department prior to contract preparation of the Funding Agreement.
- The applicant and the City sign the Funding Agreement. A fully executed Agreement will be returned to the applicant.
- Construction started prior to the signing of the contract will void the agreement.
STEP 4 - Construction

- A Pre-Construction Meeting will be held to go over construction scope of work, change orders, design requirements, as well as other procedures. This meeting is usually held on site, prior to construction but after the contract is signed. It is helpful if the applicants as well as contractors are present.
- If the improvements require a building permit, or approval from any other department or commission, the applicant must comply. Staff may be able to assist in the process on the applicant's behalf.
- Staff may monitor the progress and make periodic inspections during the project.

STEP 5 - Reimbursement

- Upon completion of the work, the applicant will contact staff to conduct a final inspection. If all are satisfied with the work, the City and applicant will sign off on completion of the improvement. Please note that this inspection is in addition to, and shall not substitute for any inspections required by the Building Division or any other department or agency.
- The applicant will complete the Project Completion form and submit it along with copies of invoices, cancelled checks (cash payments are not accepted as proof of payment), requesting reimbursement of applicable costs. Applicant must submit a copy of any closed permit when requesting reimbursement.
- When all work and documentation is received, City staff will process payment. A check will be sent to the applicant.
Applications will be reviewed based on the program objectives and the following:

**A. Project Location**
Is this project located within the C-D, Downtown Commercial Zoning District?

**B. Extent of rehabilitation work**
Does this project promote consistency in design and create a fresh and aesthetically pleasing environment? Will this project entail appropriate exterior rehabilitation of a building and bring it up to code?

**C. Impact of project**
Will this project visually impact the block and streetscape and eliminate blight? Will this project reduce the perception of lack of investment? Will the project help to reverse the deterioration of commercial structures in the area? Will the project stimulate new, private investment and economic growth?

**D. Additional investment**
Does or has the applicant made additional investments in this property or business?

**E. Current/proposed use**
Is the current or proposed use for retail, restaurant, or other downtown retail serving purpose?

Revised 12/13/18
### Façade Improvement Permit Application

**Business Address:**

**Business Name:**

**Business License #**

**Façade Improvement Description:**

- [ ] Awning
- [ ] Sign
- [ ] Paint
- [ ] Door/Entry
- [ ] Woodwork
- [ ] Cleaning
- [ ] Glass
- [ ] Other _____________________________

**Project Cost:**

Estimated cost of improvements

Estimated start and completion date

Who should the reimbursement check be made out to?

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**Applicant**

Name:

Phone:

Email:

**Owner (if different from owner)**

Name:

Phone:

Email:

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**NO WORK TO BE CONDUCTED UNTIL CITY AUTHORIZES WORK.**

**Permit Information**

<table>
<thead>
<tr>
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<th>No</th>
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<tr>
<td>Is an encroachment permit required?</td>
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<td>Does the work require a building permit?</td>
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<td>Does the work require a Planning permit?</td>
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<td>Historic Resources Inventory</td>
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**Date application received:**

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**CERTIFICATION** – I, the undersigned, under penalty of perjury, depose and certify that I am the applicant for this request, property owner approves this application and that all statements contained herein, including all documents and plans submitted in connection with this application, are true and accurate to the best of my knowledge. I further acknowledge it is my responsibility to determine whether additional permits are required.

Applicant Signature: ____________________________ Date: ________________

Owner Signature (required): ____________________________ Date: ________________

Updated: 12/12/2018