

# **SUMMARY**

## **MODIFIED STOREFRONT IMPROVEMENT PROGRAM (SIP) AND DESIGN ASSISTANCE SERVICES (DAS) TERMS**

### SIP Terms:

- \$25,000 maximum grant with 50% match requirement.
- \$50,000 maximum grant with 50% match requirement for:
  - 1) buildings with 3 or more tenants;
  - 2) documented historic resources;
  - 3) two adjacent properties or three or more buildings in a block renovating simultaneously;
  - 4) buildings with combined facade of 100 linear feet or more visible from a public right-of-way.
- Grant funds paid upon completion of improvements and opening of business.
- Owner-occupant or tenant with minimum 3-5 years remaining on any lease.
- If tenant, owner approval and consent required.

### Eligible Expenses:

- Painting, awnings, signage, wall repair/preparation, renovation/repair of windows and other façade upgrades.
- Graphics, exterior lighting, signage.
- Improved accessibility (exterior) for the physically impaired.
- Display window area (i.e. permanent fixtures or design improvements including window display areas and front entry).
- Fees and permits.

### Maintenance:

- Grant and Maintenance Agreement for 3-5 years depending on grant amount. Agreement includes maintenance provisions to address peeling paint, litter, graffiti, unkempt landscape or hardscape (including right-of-way), and other unsightly or malfunctioning features (i.e. signs or lighting not working) as determined by Agency.

### DESIGN ASSISTANCE SERVICES (DAS) Terms

- Agency to have conceptual prototype façade designs prepared as reference for applicants
- More detailed design services for a project will include conceptual drawings, rough cost estimate, and revisions to designs based on response from property and business owners.
- Eligible recipients shall be those business owners or property owners who have been awarded SIP grants and executed Grant and Maintenance

Agreements (GMAs). The GMA will provide that recipients will be reimbursed for DAS in a specified amount when construction of storefront improvements commences.

- Program contribution is expected to range from \$2,000 to \$7,000, based upon the scope of the project.
- DAS are in addition to SIP grant program.
- A list of pre-approved design consultants will be developed.
- If business/property owners select a design consultant not on the pre-approved list, the selection must be approved by staff to receive Agency assistance.
- Design consultants may include architects, graphic designers, interior designers, and merchandizing specialists depending upon the improvements proposed.

**EVALUATION CRITERIA** - Project applications for the SIP and DAS will be accepted on a “first come, first served” basis. Based upon the review and determination of staff, priority will be given to those projects that meet the greatest number of the following criteria:

- Has a visual impact.
- Has had vacancies exceeding 6 months.
- Is in a location that contributes to other positive actions/investments in the immediate area.
- Is a high activity generator with regional and sub-regional draw.
- Is a key retail, restaurant, art and/or entertainment tenant likely to be a catalyst for other uses or potential anchor tenants, and/or produce sales tax.
- Has business owners with minimum 5-years experience in business management.
- Can leverage the most private dollars for the size of the grant/loan.
- Is located in gateway to or within the downtown.
- Is an historic property/building.
- Reduces barriers to accessibility for the physically impaired.
- Provides “good neighbor,” quality of life, and/or life/safety improvements (e.g. sound proofing; secured, attractive, odorless trash facilities; seismic upgrades; security systems pertaining to supporting better run entertainment businesses).
- Provides infrastructure supporting “green” building/business practices.

## **ELIGIBILITY**

- Applicants must either own the commercial property to be improved, be tenants of the commercial property or hold a master lease for the commercial property. The property must be located within the Downtown Precise Plan boundaries as shown on the attached map.
- Program staff will determine compliance with evaluation and eligibility criteria. Based upon demand and funding availability, staff may also specify a certain time period during which applications will be received and evaluated.