



AGENDA

CITY OF SEASIDE
C-JOBS
COMMISSION ON JOBS,
OPPORTUNITIES
AND BUSINESSES IN SEASIDE

REGULAR MEETING
VIRTUAL ONLY
Monday, July 12, 2021
4:00 PM

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows local legislative bodies to hold public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

REMOTE PUBLIC COMMENTS To make a public comment, the following options are available:

- Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us. Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment)". Written comments must be received by 2:00 p.m. on the day of the meeting. All submitted comments will be provided to the Commission for consideration and compiled as part of the record.
- During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Clerk will call speaker names and unmute speaker microphones (on the phone, press *6). You will have up to 3 minutes to provide your comments, with time set by the discretion of the Mayor. **Please note, written comments will not be read but will be included in the final record.**

VIRTUAL MEETING ACCESS

This meeting can be watched via the City of Seaside YouTube channel

https://www.youtube.com/channel/UC1Cu7854Ohtjpr_XV1tDvRg

Or by joining the Zoom webinar link: <https://us02web.zoom.us/j/89883468025>

Or call in phone number: 669-900-9128

Zoom Webinar ID: 898 8346 8025

1. **CALL TO ORDER**

2. **PUBLIC COMMENT**

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

3. **APPROVAL OF MINUTES**

A. APPROVE MINUTES FROM JUNE 14, 2021 SPECIAL MEETING

4. INFORMATIONAL ITEMS

A. INTRODUCE NEW STAFF LIAISON FOR C-JOBS SUPPORT - TREVIN BARBER ASSISTANT TO THE CITY MANAGER AND ECONOMIC DEVELOPMENT DIRECTOR

B. ECONOMIC DEVELOPMENT PROGRAMMING STATUS UPDATES

1. Review the Status of the Micro Loan Program, Number of Active Loans, and Number of Pending Applications
2. Review Information Presented in the FY22 Budget Regarding the Reset of Permit Fees as it Pertains to Community, Housing, and Economic Development: Exterior Façade
3. Review the Status of the Development of the Broadway Walk of Fame Program
4. Review the Status of the Development of the Sister City Program with Oaxaca, Mexico, and the Corresponding Guelaguetza Festival in Seaside

C. RECEIVE FAÇADE IMPROVEMENT PROGRAM WHITE PAPER

D. DISCUSS C-JOBS NEWSLETTER PROCEDURES

5. COMMISSIONER REQUESTS

A. COVID-19 RESTART AND RECOVERY SUPPORT FOR THE CITY OF SEASIDE

B. MONTEREY BAY ECOTOURISM, ECO-RECREATION AND WELLNESS REGION (MBETR) INITIATIVE AND HOSPITALITY INVESTMENT AND JOBS

C. MONTEREY BAY JAZZ, BLUES AND AMERICAN MUSIC TECHNOLOGY CENTER AND JOBS CREATION

6. ADJOURNMENT

Next Regularly Scheduled Meeting:
August 12, 2021
4:00 PM

disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:
<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.



DRAFT MINUTES
CITY OF SEASIDE
C-JOBS
COMMISSION ON JOBS,
OPPORTUNITIES AND
BUSINESSES IN SEASIDE

REGULAR MEETING
VIRTUAL ONLY
Monday, June 14, 2021
4:00 PM

1. CALL TO ORDER

The meeting was called to order at 4:00 p.m.

2. ROLL CALL

PRESENT: Anderson, Groves, Kamath, Rodriguez, Tier
ABSENT: Glover

3. PUBLIC COMMENT

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

None

4. APPROVAL OF MINUTES

A. APPROVE MINUTES FOR MAY 10, 2021

On motion by Commissioner Kamath and second by Commissioner Groves and carried by the following roll call vote, the C-JOBS moved to approve the meeting minutes for May 10, 2021 as presented.

RESULT: 5-0-0-1

AYES: Anderson, Groves, Kamath, Rodriguez, Tier

NOES: None

ABSTAIN: None

ABSENT: Glover

Action: Approved

5. BUSINESS ITEMS

**A. RECEIVE UPDATE AND DISCUSS ASSISTANT CITY MANAGER HIRING AND
STAFF LIASION FOR C-JOBS SUPPORT**

City Manager Craig Malin provided an update and responded to questions from the Committee. Mr. Malin also announced that Trevin Barber would be the Assistant to the City Manager/Economic Development Director, joining the City on June 21 and; Amanda Rotella, Assistant City Manager/Community Development Director would begin on July 12.

6. ADJOURNMENT

The meeting was adjourned at 4:12 p.m.

Respectfully submitted,

Dominique L. Davis, Commission Clerk

Joy Anderson, Chair



CITY OF SEASIDE STAFF REPORT

Item No.: 4.A.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager/ Economic Development Manager

DATE: July 12, 2021

SUBJECT: **Introduce New Staff Liaison for C-JOBS Support - Trevin Barber Assistant to the City Manager and Economic Development Director**

PURPOSE & RECOMMENDATION

Receive Trevin Barber's Bio

BACKGROUND

Trevin has a deep wealth of hands-on knowledge in a diverse background of public administration. Most recently he worked for the City of Gilroy training department analysts on performance management and evidence-based policy, assisting with special projects, and helping the community with economic development and sports-tourism projects.

He started his career working with local community organizing but quickly developed an interest and heart for serving in a local government capacity. He started his public administration career in the Finance Department for the City of Lancaster assisting with budget analysis, fiscal and economic impact reports, grant tracking, and bond issuance.

His knack for sales and promotion led him to a position with the Economic Development Department where he worked with a diverse team on attracting North America's first Chinese vehicle manufacturer, BYD, to the City of Lancaster. He also assisted many local small businesses expand and grow in Lancaster. His background in finance helped immensely when crafting the Lancaster Redevelopment Agency's \$12-million dollar Long Range Property Management Plan and winding down the affairs of the former agency, which led to the majority of real assets being retained by the City for future public use and commercial development.

After which, Trevin joined their City Manager's Office where he used his knowledge of operations management to make a more perfect customer care program for Lancaster's new community choice aggregator, Lancaster Choice Energy, as well as Lancaster's Development Services Department. He also worked on special projects like integrating cannabis legalization into the City's municipal code and initiating a predictive analytics program in partnership with Google X/Alphabet Inc.

Trevin received a Bachelor of Arts in Political Science from the University of California, Santa Barbara and a Masters of Public Administration from California State University, Bakersfield, as a member of the Pi Alpha Alpha Honor Society. Trevin is also an Eagle Scout with the Boy Scouts of America, an active Den Leader for his daughter's Cub Scout Pack, the local Area Director for the Gideon's International, and an active alumnus of the Alpha Gamma Omega fraternity/ministry.

More importantly, Trevin is a family man with two young children, ages 6 and 4. He spends his free time with his family enjoying the outdoors in Monterey Bay, the Santa Cruz Mountains, and Hollister Hills.

Trevin's office will be located at Seaside Creates, 656 Broadway Ave, Seaside, CA 93955. He can be reached by e-mail at tbarber@ci.seaside.ca.us or phone at +1 (831) 718-7066.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 4.B.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager/ Economic Development Manager

DATE: July 12, 2021

SUBJECT: **1. Review the Status of the Micro Loan Program, Number of Active Loans, and Number of Pending Applications**

PURPOSE & RECOMMENDATION

Receive and file

BACKGROUND

On August 6, 2020, the City of Seaside City Council approved \$200,000 for the COVID-19 Emergency Micro Loan Program to assist small Seaside businesses in recovering from the coronavirus pandemic. A summary of program eligibility and loan terms is included in Exhibit A.

Effective September 1, 2020, the Community and Economic Development Department began advertising the program (via direct email campaigns and social media) and accepting applications online via City Data Services. To be considered for the micro loan, the current process requires that an applicant submit a complete online application, pass an Experian credit check, and be approved by C-JOBS.

To date, the City has received 17 applications and approved only six applications as summarized below.

Payment Date	Business Name	Business Type	Purpose of Loan	Amount
5/19/2021	Sunset Salon & Tanning	Beauty Salon	Rent and Utilities	\$5,000

12/14/2020	Monterey Halal Market	Mini supermarket	Rent and Utilities	\$5,000
11/23/2020	Michelle's Soul Food Kitchen	Restaurant	Payroll, Rent, Utilities	\$2,500
11/23/2020	Other Brother Beer Co.	Taproom/brewery	Payroll	\$5,000
11/23/2020	KPM LLC	Delicatessen	Payroll, Rent, Utilities	\$5,000
10/27/2020	Drygreen Carpet & Upholstery	Cleaning	Rent and Utilities	\$5,000
Approved Micro Loans Total				\$27,500
Micro Loan Program Budget				\$200,000
Micro Loan Program Remaining Budget				\$172,500

Applications that were not approved were either incomplete or non-responsive during the credit check process. The following table presents applications that have not been approved.

Business Name/Legal Entity	Amount Requested
Artellan Construction	\$5,000
Avanti Enterprises	\$5,000
Historic Landmark House	\$5,000
Seaside Inn	\$5,000
ALS Construction & Renovation	\$5,000
Angelina	\$5,000
American Towing	\$5,000
Cuz's Sportsman Club	\$5,000
The Shop Automotive	\$5,000
Good News Medical Transportation	\$5,000
Peninsula Vacuum	\$5,000

Concluding Remarks:

The initial intention was to help existing businesses recover from the pandemic; long-term the intention was to recreate the program into a revolving loan fund to support new small businesses attempting to relocate or start in Seaside.

EXHIBIT A**COVID-19 Emergency Micro Loan Program Terms****Eligibility:**

1. All Seaside businesses that were opened on January 31, 2020.
2. Businesses opened prior to January 1, 2019 must show positive cash flow prior to January 1, 2020
3. Businesses opened after January 1, 2019 must show positive cash flow for at least 2 months prior to January 31, 2020.
4. All applicants must agree to access technical assistance from the CSUMB technical assistance program.
5. All business must additionally seek a grant from the Community Foundation and Chamber of Commerce grant program.

Loan Terms:

1. Loans will be for a minimum \$2,500 and a maximum of \$5,000
2. No interest or payments will be required until 90 days after the State and County COVID-19 emergency proclamations are lifted.
3. All loans will have a 3% annual interest rate starting the first full month after the emergency proclamation has ended.
4. All loans will be amortized over a 3 year repayment period with no penalty for early repayment.
5. All program income will be loaned to additional businesses.
6. Loans will be available until one year after the emergency proclamation has been lifted beginning on the first day of the month following the end of the proclamation.

ATTACHMENTS

None



CITY OF SEASIDE STAFF REPORT

Item No.: 4.B.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager/ Economic Development Manager

DATE: July 12, 2021

SUBJECT: **2. Review Information Presented in the FY22 Budget Regarding the Reset of Permit Fees as it Pertains to Community, Housing, and Economic Development: Exterior Façade**

PURPOSE & RECOMMENDATION

Informational item only

BACKGROUND

The City Council adopted the FY22 budget on June 17, 2021 which included an updated fee schedule. This fee schedule reset fees in the category of Community, Housing, and Economic Development; specifically, the Exterior Façade (ex. Window, awning, exterior color change) fees were lowered from \$500.00 to \$0 for FY 21-22.

ATTACHMENTS

None



CITY OF SEASIDE STAFF REPORT

Item No.: 4.B.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager/ Economic Development Manager

DATE: July 12, 2021

SUBJECT: **3. Review the Status of the Development of the Broadway Walk of Fame Program**

PURPOSE & RECOMMENDATION

Receive and file

BACKGROUND

On April 15, 2021 Mayor Pro Tem Pacheco introduced an item for discussion and consideration regarding the establishment of a Broadway Avenue "Walk of Fame"—an attraction that will support tourism, walkability, and cultural vitality. In a unanimous vote the program was established by the City Council. Policies and procedures are being developed by staff.

ATTACHMENTS

None



CITY OF SEASIDE STAFF REPORT

Item No.: 4.B.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager/ Economic Development Manager

DATE: July 12, 2021

SUBJECT: **4. Review the Status of the Development of the Sister City Program with Oaxaca, Mexico, and the Corresponding Guelaguetza Festival in Seaside**

PURPOSE & RECOMMENDATION

Receive and file

BACKGROUND

On June 17, 2021 Council Member Garcia-Arrazola requested that staff look into a sister city relationship with Oaxaca, Mexico, and on July 1, 2021 the City Council received and adopted a program plan that sets forth how the sister city program will operate.

In honor of Oaxaca, on August 8, 2021, Seaside will host it's first Guelaguetza festival. Guelaguetza's are an annual indigenous cultural event in Mexico that takes place in the city of Oaxaca, capital of the state of Oaxaca, and nearby villages. The celebration features traditional costumed dancing. It includes parades of indigenous walking bands, native food, and statewide artisanal crafts, such as pre-Hispanic style textiles. Each costume, or traje, and dance usually has a local indigenous historical and cultural meaning. The celebration has deep cultural importance for the indigenous peoples of the state and is important for the survival of these cultures. This festival will be the first in California since the start of the Covid 19 pandemic. Oaxaca becoming a sister city before or during the Guelaguetza on August 8th, 2021 will be an opportunity for Seaside to strengthen it's ties with this unique and vibrant community. Dan Meewis - Rec Director is the contact for the event.

ATTACHMENTS

None



CITY OF SEASIDE STAFF REPORT

Item No.: 4.C.

TO: C-JOBS

BY: Trevin Barber, Assistant to the City Manager/ Economic Development Manager

DATE: July 12, 2021

SUBJECT: Receive Façade Improvement Program White Paper

PURPOSE & RECOMMENDATION

Receive and file

BACKGROUND

During the June 3rd Special City Council Meeting city staff received direction to develop a new economic development program to support businesses and building owners in improving their storefront or façade with American Recovery and Reinvestment Act funds. Staff is in the process of conducting a needs assessment and will distribute an interest form to local businesses in the near future to help inform program creation. While the assessment is in process, staff would like to provide a white paper on façade improvement programs to C-JOBS so that Commissioners, if interested, may provide their valuable input on the conceptual new program at the next regularly scheduled C-JOBS meeting, before the program rules and procedures are adopted. The white paper provides a range of criteria and options that could be employed in a façade improvement program—staff will be looking at which criteria would help make a façade improvement program successful in Seaside such as:

- Would this pilot program focus on a specific district in downtown, such as West Broadway Urban Village, or will it cover properties within the entire downtown district?
- What is the maximum award that a single applicant can receive? And should a percentage of improvement costs be adopted in this program?
- What improvements should be deemed eligible and emphasized in the program guidelines, providing a clear message to property owners on what type of improvements are most needed within the downtown district?

- Could C-JOBS serve as the application review committee similar to the Micro Loans or could the process include administrative approval?
- How much money should be allocated to the program and for how long?
- The timeline for the pilot period applications and construction turnaround

Using the information in the forthcoming needs assessment, plus feedback from Commissioners at the next regularly scheduled C-JOBS meeting, staff will proceed with the creation of the pilot program policies and procedures, including an application form, a guideline sheet, and a budget resolution to fund a pilot program.

ATTACHMENTS

1. Downtown Façade Improvement Program White Paper
-

City of Seaside
Seaside Creates
656 Broadway Ave
Seaside, CA 93955

Downtown Façade Improvement Program White Paper:
A Brief Survey of Program Practices for the Commission on Jobs, Opportunities, and
Business in Seaside

Commission on Jobs, Opportunities, and Business in Seaside
City of Seaside Economic Development Department
July 12, 2021

EXECUTIVE SUMMARY

Generically, façade improvement programs offered by Cities provide property and business owners with financial assistance that contributes to mutually beneficial improvements. For property owners and businesses, it provides financial incentives to make improvements to their building exterior, creating a more inviting exterior that can potentially increase their customer traffic. For local governments, the potential benefits include more appealing commercial districts and increases in municipal revenue. This report focuses on a survey of façade improvement programs in cities across California and reveals that cities share a similar interest the promotion and revitalization of commercial properties.

BACKGROUND

What is a Façade?

A façade in architectural terms is the front of the building, especially those facing the front of a sidewalk, street, and other form of a public right-of-way. A façade can also include any side of a building facing a public right-of-way and is finished accordingly to be visually appealing to the public.

Why are Facades Important?

The building façade plays a certain number of roles in the functionality of the building and the economic performance of the business inhabiting such building. The façade is the first line of defense from the natural environment for a building structure. These environmental factors include sun, heat, rain, dust, dirty air and other environmental components. These elements over a period of time can have a significant impact on the integrity of a building and its façade, given the nature of such environmental factors.

The other is visual appeal. A business with an appealing and inviting storefront will attract customers and therefore businesses experience a benefit through increased foot traffic. Buildings that show signs of deterioration, blight and corrosion will create an unwelcoming visual to the passerby, decreasing their likelihood of frequenting the business, as well as the surrounding commercial environment.

ANALYSIS

Façade Programs across California

To determine what makes up a façade program, this paper looked at eight façade programs implemented by Cities across California (Table 1). These Cities vary in population, size of budgets, and economic environments so that there are diverse examples of the type of façade programs that are offered by cities.

For each of these cities, information was gathered by exploring city websites and collecting documents that pertain to a city's façade program. If there was ambiguity or lack of clarity in any of the guidelines and applications, staff from these cities were contacted via email or telephone to answer questions or request additional documents. This paper will break down what each City included in their façade program materials by categories that make up the skeletal components of a façade program.

Table 1: List of Cities Evaluated by Population and General Fund Revenue

<i>City</i>	Population Est. (As of 1/1/2018)	General Fund Revenue FY18 (In Millions)
<i>Santa Cruz</i>	66,454	\$103.4
<i>Dublin</i>	63,241	\$83.1
<i>Sebastopol</i>	7,786	\$8.3
<i>Pismo Beach</i>	8,233	\$21.8
<i>Fairfield</i>	116,156	\$92.7
<i>Oakland</i>	428,827	\$584.1
<i>Emeryville</i>	11,994	\$40.3
<i>Saratoga</i>	31,435	\$24.2

Eligible Areas and Businesses

The goal of façade programs is to enhance business exteriors in areas that are of significant economic interest and have experienced dilapidation due to age, economics, and environmental factors. Most of these programs are targeted towards specific districts such as downtown or old industrial districts. Table 2 shows the areas that each of the different cities programs which are eligible for their respective façade programs.

Table 2: Facade Program Eligible Areas and Businesses

	<i>Santa Cruz</i>	<i>Dublin</i>	<i>Sebastopol</i>	<i>Pismo Beach</i>	<i>Fairfield</i>	<i>Oakland</i>	<i>Emeryville</i>	<i>Saratoga</i>
<i>Redevelopment District(s)</i>						X		
<i>Downtown District</i>		X		X	X			X
<i>Specific Structures</i>							X	
<i>Specific Business Areas</i>		X			X	X	X	
<i>All Commercial Property within City Limits</i>	X		X					

How do Applicants get the Money, and How Much?

Through the application process and with estimates on construction costs provided by the applicant, staff and/or committees determine how much money shall be appropriated to applicants. When an application is approved, cities would award a grant to the applicant for a percentage of the improvement costs, with a limit on much the award can be. The applicant is expected to cover remaining costs. Table 3 shows the stats and information regarding the award amounts and specifications regarding the award.

Table 3: Facade Program Award Matrix

	<i>Santa Cruz</i>	<i>Dublin¹</i>	<i>Sebastopol</i>	<i>Pismo Beach</i>	<i>Fairfield</i>	<i>Oakland</i>	<i>Emeryville</i>	<i>Saratoga</i>
<i>Maximum Award</i>	\$10,000	\$5,000 - \$70,000	\$2,500	\$5,000	\$20,000	\$30,000	\$75,000	\$5,000
<i>OR % of Improvement Costs Matching grant funds</i>	50		50		50	50	75	50
	\$5,000	2/3rds of eligible project costs						
<i>Design Consultant reimbursement</i>	\$1,000							
<i>Rebate upon project completion paid directly to applicant</i>	X	X	X	X	X	X	X	X

Note: City of Dublin has two grants. A mini grant of up to \$5,000 for improvements with no match requirement, and a matching grant of 2/3rds of eligible project costs, up to a maximum of \$70,000.

Funding the Program

Each city has unique strategies for funding façade improvement programs. A couple of examples The City of Emeryville contains a budget policy where 5% of residual tax increment is allocated to support programs designed to support economic development activities that grow and sustain the City's revenue base. One of those programs is their façade grant program. The City of Pismo Beach allocated a one-time funding of \$50,000 from the General Fund into their façade improvement program in FY 2018. The City of Saratoga prior to recently ending their façade improvement program would allocate one-time funding into their program as funds depleted. This started with initial funding in 2004, followed by additional \$20,000 allocations in 2007, 2011, and 2014. The City of Pismo Beach allocated a one-time funding of \$50,000 from the General Fund into their façade improvement program in their FY 2018 budget.

CDBG funds may be used under certain circumstances, specifically in preserving historical characteristics or promoting heritage tourism. In general, heritage tourism is an economic development tool designed to attract visitors to an area based on the unique aspects of the locality's history, landscape and culture. Historic preservation is the effort of preserving a historic place by incubating small businesses, revitalizing downtowns, generating local jobs, and creating improvements in a community in order to prevent its collapse or abandonment. Seaside may want to consider using alternative funding so that businesses are not restricted to historical architecture.

Further, all improvements completed through a façade improvement program are a "public work" as the term is used in Section 1720 of the California Labor Code. In accordance with Labor Code, prevailing wages shall be paid for all façade improvements and use of volunteer labor is not allowed. All estimates and payments for construction and installation of façade improvements shall include prevailing wages, and shall otherwise comply with the provisions of Sections 1773.8, 1775, 1776, 1777.5, 1777.6 and 1813 of the California Labor Code and all other applicable laws and regulations with respect to prevailing wages. Participants in the program would be

responsible for ensuring that the improvements are in compliance with the Prevailing Wage Law. It is important for Seaside and the public to keep this in mind; because of the increased cost of wages funding will not accomplish as much construction output as may be expected. As such, the City may need to consider larger grants to compensate.

Requirements

In addition to submitting an application, Cities require applications to submit supplemental material and meet certain criteria. The following in Table 4 are common requirements that appear up-front in each of the Cities applications and guidelines. Cities within this matrix that lack marks doesn't necessarily mean that they have little to no requirements, but rather that they do not provide them up front in their program application and guideline materials.

Table 4: Facade Program Requirements

	<i>Santa Cruz</i>	<i>Dublin</i>	<i>Sebastopol</i>	<i>Pismo Beach</i>	<i>Fairfield</i>	<i>Oakland</i>	<i>Emeryville</i>	<i>Saratoga</i>
<i>Tenant provides written consent from the property owner for proposed improvements</i>		X	X	X	X			
<i>Tenant provides written evidence of multi-year leases</i>					X			
<i>Applicants have a current business license</i>			X		X			
<i>Compliance with Prevailing Wage Requirements</i>	X		X	X	X		X	
<i>Submit certified copies of payroll records</i>							X	
<i>Minimum # of written bids</i>				2	2		2	
<i>Proof of selected contractor's State of California Contractor's License</i>			X		X		X	
<i>Proof of worker's compensation and liability insurance</i>			X		X		X	
<i>Attend a preconstruction meeting</i>		X		X				
<i>Project complies with City codes and ordinances</i>			X					
<i>Provide evidence of any required Caltrans or City permits for all applicable improvements</i>			X				X	
<i>Complete work within a specified timeframe</i>		12-18 months					180 days	1 year
<i>Request for reimbursement be submitted in the same fiscal year the project was approved</i>			X					
<i>Documentation of all project costs and invoices</i>		X	X					X
<i>Must complete application,</i>			X					

supplemental materials, and receive approval from approving body prior to work	
Applicant must grant the City an easement	X
Submit Application within a certain timeframe	X

Eligible Improvements

Each City specifies to an extent what improvements are eligible under their respective programs. Table 5 provides a list of eligible improvements that are specified in each City's program application and guidelines.

Table 5: Facade Program Eligible Improvements

	Santa Cruz	Dublin	Sebastopol	Pismo Beach	Fairfield	Oakland	Emeryville	Saratoga
Signage	X	X	X	X	X	X	X	X
Exterior Painting	X	X	X	X	X	X	X	X
Awnings	X	X	X	X	X	X	X	X
Windows		X		X	X	X	X	X
Landscaping	X	X	X	X			X	X
Exterior lighting		X	X	X	X		X	
Front entrances		X		X	X			
Doors						X	X	X
Wood treatments					X			
Artistic murals	X				X			
Safety Lighting	X							
Visible roof repairs					X			
Fascia				X				
Canopies				X		X		X
Parapets				X			X	
Correction of Code Violations				X				
Streetscaping				X				
Removal of deteriorated signs and extraneous structures		X		X				
Rehabilitation of historic façades				X		X		
Anti-graffiti film coating on windows	X							
Limited Exterior Structural Improvements	X							
Repair or replacement of new siding		X						
Mandatory Title 24 Upgrades		X						
Outdoor dining and/or gathering spaces		X					X	X
Irrigation			X					
Plastering							X	
Design and/or Permit Fees							X	
"High-visibility" interior improvements							X	
Planter boxes								X

While these are improvements specifically listed in the guidelines, many applications include a clause that any additional improvements fitting within the purpose and scope of the program is subject to scrutiny by reviewing staff and eligible for approval. Therefore, it does not limit the type of improvements that can be made to only those listed on applications and guidelines.

Ineligible Improvements

Some program documents provide specific exclusions on the type of work that an applicant may conduct while utilizing program funds. The below table shows what each city explicitly excludes from program funding. This table is meant to provide council and staff with a list to demonstrate what items other Cities exclude in their program guidelines, but by no means is exhaustive. Council may wish to include other types of work in a future façade program.

Table 6: Facade Program Ineligible Improvements

	Santa Cruz	Dublin	Sebastopol	Pismo Beach	Fairfield	Oakland	Emeryville	Saratoga
Improvements not visible from a public right of way or neighboring property			X	X	X			
Interior improvements	X		X	X	X			
Structural Improvements					X			
Seismic Upgrades			X		X			
Improvements due to vandalism					X			
Residential and industrial building improvements					X			
The use of materials and fixtures that are unreasonably opulent					X			
Project-related costs and improvements started prior to approval			X	X			X	
Purchase of Inventory				X				
Fixtures or furnishings related to the merchandising or operations of the building				X				
Purchase of business equipment or displays				X				
Security bars				X				
Roofing				X				
Mechanical equipment				X				
Buildings with business operating without a business license				X				
Properties with illegal signs			X					
New construction			X					
Buildings that possess seismic risks			X					
Exterior improvements not approved in the agreement			X					
Bartering			X					
Project costs paid in Cash			X					
Property improvements for a building sold within a			X					

<i>specified year span</i>						
<i>A property is not eligible for this program more than once</i>			X			
<i>Owners are limited to grants for a certain timeframe</i>			X			
<i>Taken on a "case by case" basis</i>	X	X			X	X
<i>"Other Actions" not approved by the City</i>				X		

If no ineligible improvements are listed, it is presumed that improvements are only limited to those listed on the application and guidelines or they shall be deemed by the review group to be incongruent with the scope and goals of the program. The City of Santa Cruz, when we reached out to program management staff, stated that they take each application on a "case by case" basis and look for projects that will have a high impact on the overall appeal of the building, giving the City leeway to reject applicants that already have good façades.

Conclusion

Façade Improvement programs offered by Cities provide property and business owners with financial assistance that contributes to mutually beneficial improvements. For property owners and businesses, it provides financial incentives to make improvements to their building exterior, creating a more inviting exterior that can potentially increase their customer traffic. For local governments, the potential benefits are plenty which include more appealing commercial districts and potential increases in municipal revenue. This paper shows that cities across California share a similar investment interest and have façade programs that vary in characteristics but aim to promote revitalization of commercial properties.

References

Heart of Fairfield Plan Area Façade, Outdoor Seating, and Signage Improvement Program: Administrative Guidelines and Application

City of Pismo Beach Façade Improvement Rebate Program

City of Santa Cruz Economic Development Façade Improvement Grant Program Overview and Application

City of Dublin Commercial Façade Improvement Grant Program Guidelines

City of Oakland Façade and Tenant Improvement Programs

City of Sebastopol Façade Improvement Program

City of Emeryville Façade Improvement Grant Program Guidelines

City of Saratoga Village Façade Improvement Program