



CITY OF COACHELLA
ECONOMIC DEVELOPMENT DEPARTMENT

COMMERCIAL CORRIDOR FAÇADE IMPROVEMENT GRANT PROGRAM GUIDELINES

Commercial Corridor Façade Improvement Grant Program Guidelines

1. PROGRAM OVERVIEW

The Commercial Façade Improvement Grant Program (“Program”) is an endeavor of the City of Coachella to leverage public funds and private investment to enhance the physical appearance and economic vitality of commercial businesses in the Downtown Pueblo Viejo District and the segments of Cesar Chavez Street between Avenue 52 and Sixth Street *and* Sixth Street between Cesar Chavez Street and Grapefruit Boulevard.

The Program offers two types of façade improvement grants, as well as up to a maximum of ten hours of architectural fees or five hours of design assistance to help cover design costs. The Program runs concurrent to the City’s fiscal year schedule (July 1 – June 30). The Program features open enrollment; applications shall be considered on a first-come, first-served basis.

The long-term objective is to upgrade the Downtown Pueblo Viejo District and the segments of Cesar Chavez Street between Avenue 52 and Sixth Street *and* Sixth Street between Cesar Chavez Street and Grapefruit Boulevard, by improving the physical appearance of the area, encouraging the retention of existing businesses, increasing property values, tenant stability, and lease rates for the property. The program also seeks to fund improvements which create outdoor dining or gathering spaces to promote activity in the downtown.

The City reserves the right to audit, inspect, and ensure compliance with these guidelines at any time.

2. PROGRAM COMPONENTS

A. Architectural Design or Design Assistance

The City will provide architectural design services to approved applicants, up to a maximum of ten hours, for exterior commercial building façade improvements. The City will also reimburse applicants for the services of a professional designer (for paint/signage/awnings selection) for up to five hours. The City may require repayment of design assistance costs if the project does not commence within six months of receiving design services.

B. Façade Improvement Grants

- i. Mini-Grant – This grant provides for reimbursement of up to Five Thousand dollars (\$5,000) for commercial building façade improvements with no match requirement. Projects must be completed within 12 months of grant approval or Building Permit issuance.
 - ii. Matching Grant – This grant will provide a reimbursable matching grant of two-thirds (66%) of eligible project costs, up to a maximum of One Hundred Thousand dollars (\$100,000). The total cost of the improvement work must be more than Five Thousand dollars (\$5,000). Receipt of a matching grant requires the approved applicant to contribute a minimum of one-third of the total cost of the façade improvement costs. Projects must be completed within 18 months of Building Permit issuance.
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Grant proceeds are to be used for labor and materials directly related to the façade construction. Tools may not be purchased with grant funds, but tool rental is allowable. Program funds are to be used for exterior building improvements rather than simple routine maintenance. All improvements completed through the Façade Improvement Program are “public work” as that term is used in Section 1720 of the California Labor Code. In accordance with Labor Code section 1720 et seq., prevailing wages shall be paid for all façade improvements. 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 are responsible for ensuring that the improvements are in compliance with the Prevailing Wage Law.

If payments directly to contractor: Grant awards will be paid directly to the selected qualified contractor. *** ***If reimbursement***: Disbursement of grant proceeds to approved applicants will be in a reimbursement payment issued after City deems the project complete, and upon the submission of invoices and proof of payment and subject to approval of those invoices and proofs of payment by City staff.

This program is primarily geared toward commercial property owners. However, business owners who have long-term leases (five or more years) wishing to participate in the Façade Improvement Program may also apply. Applications for business owners will be reviewed on a case-by-case basis.

If any portion of the grant funds is misused, the grantee agrees to repay the full amount of the grant.

C. Fee Exemption

Applicants for this program are exempt from planning and building permit fees by the City Manager, who is authorized to waive City fees associated with this program. This fee exemption does not apply to fees mandated by the State of California including, but not limited to, the Strong Motion Instrument program fee and the California Green Building fees. The City Manager may revoke the fee exemption if the grantee fails to meet program requirements or deadlines.

3. ELIGIBILITY

D. Eligible Applicants/Areas

Owners or long term tenants* of commercially zoned property located within one of the following areas are eligible to apply for assistance:

- **Cesar Chavez Street between Avenue 52 and Sixth Street**
- **Sixth Street between Cesar Chavez Street and Grapefruit Boulevard**

**Tenants with long-term leases (five or more years remaining on the lease at the time a Program application is submitted) must have the property owner’s written consent before any improvements are made. In addition, the grant application must be signed by the property owner.*

E. Eligible Types of Improvements

All improvements shall conform to City Building Codes, Zoning Ordinance, and applicable Design Guidelines. Eligible improvements include, but are not limited to:

- Removal of old signs, awnings and other exterior clutter
- Exterior painting
- Repair or replacement of exterior siding (including the construction of new façade elements and architectural details)
- Installation of new entry doors that meet ADA accessibility requirements
- Installation of display windows
- Installation of new canvas awnings over windows and entries
- Installation of new signs
- Installation of new exterior lighting
- Installation of permanent landscaping
- Exterior mandatory Title 24 upgrades
- Construction of outdoor dining or gathering spaces
- Awnings and Canopies: Installation of permanent awnings and canopies.
- Exterior Walls: Repair, restore or rebuild vertical or parapet walls, including cleaning, sealing, tuckpointing, patching, painting or replacement of siding or masonry.
- Exterior Building Materials: Removal of exterior building materials on the façade that are not original or are in excess to the building.
- Exterior Doors: Repair, restore, replace, and install doors and hardware used to provide public access.
- Exterior Windows: Install, replace or repair windows, frames, sills, glazing or glass.
- Shutters: Repair, restoration, replacement or addition of exterior shutters, where they relate to exterior windows.
- Gutters and Downspouts: Install, replace or repair gutters and downspouts.
- Stairs, Sidewalks, Porches, Porticos, Railings or Colonnades: Repair, replace or install these exterior elements where they affect access to the building.

F. Other Eligibility Criteria

- Owners and/or tenants of commercial properties in a Program Eligibility Area that meet the Small Business Administration (SBA) definition for a small business in their unique North American Industry Classification (NAICS) codes.
 - Non-profit organizations, as defined by Section 501(c) of the Internal Revenue Code, will also be eligible.
 - Owners and/or tenants of commercial properties in a Program Eligibility Area.
 - ✓ Tenant must receive approval from property owner.
 - ✓ Owner must have owned the building prior to January 1, 2021.
 - ✓ Tenant must have been in business at the location prior to January 1, 2021.
 - Property must currently be in compliance with all Zoning and Unified Development Code requirements or commit to complying prior to completion of the proposed project.
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- Applicant and/or property owners must be current on all City property taxes.
 - No City liens against applicant and/or property owner.
 - Property and all proposed improvements must face and be visible from the public right-of-way.
 - Ability to meet program insurance requirements.
- G. Additional Improvements - Additional improvements that are deemed to be consistent with the intent of the program will be reviewed and approved/disapproved on a case-by-case basis by the Economic Development Director and Development Services Director.
- H. Ineligible Applicants
- Franchisors (local or non-local)
 - Gambling/Gaming Businesses
 - Sexually oriented Businesses
 - Payday or Auto Loan Providers
 - Liquor Stores
 - Tobacco, CBD, and Vape Stores
 - Government-owned and/or occupied buildings
 - Any business in which a city employee or elected official has a financial interest, as defined in the City's Ethics Code
- I. Ineligible Contractors. Applicant(s) shall not award any contract for work, to any contractor who does not have a valid state contractor's license, cannot produce sufficient evidence of current Worker's Compensation and Liability Insurance coverage, or is a family member of applicant.

4. GRANT PROCESS

- A. Submit an application for grant funds. Submit a completed application detailing all exterior improvements and an itemized estimate of the total project cost. Be as specific as possible. The project list may contain improvements beyond what would be funded by the grant. Projects that include conceptual architectural plans shall be considered favorably. All proposed façade projects/remodels must be approved by the Development Services Director prior to being accepted into the program.
- B. Informational Meeting. Applicants will meet with representatives from Planning & Building to review the entitlement process and building permit process and to answer any questions that the businesses may have.
- C. City Staff will review grant applications. Staff will review the application with the business owner, discuss the scope of work, determine a timeline and review the remaining process for the grant.
- D. The Economic Development and Planning Sub-Committee will consider request and select grant awardees. Selection preference will be provided to projects which significantly revitalize and beautify the Cesar Chavez Street corridor between Avenue 52
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and Sixth Street AND Sixth Street between Cesar Chavez Street and Grapefruit Boulevard.

- E. Grant funds reserved. Upon approval of a grant application, including scope of work and timeline, an agreement will be signed between the applicant and City.
- F. Planning Approval. If planning approval is required, the applicant is responsible for submitting project plans prepared by a licensed architect through the Planning Division.
- G. Building Permit Approval. If a Building Permit is required, the applicant is responsible for submitting plans that meet all Code requirements through the Building Division.
- H. Complete Work. After receiving all required approvals and permits the applicant shall complete the improvements within twelve (12) months for Mini-Grants and eighteen (18) months for Matching Grants. The applicant shall be responsible for contacting City staff to request an extension if necessary. An extension is not guaranteed.
- I. Submit invoices, receipts, and proof of payment. The applicant shall save all documentation as required and submit within 30 days of project completion or Building permit final. The City may audit these submissions and has the right to withhold funds if any discrepancies are found.

5. FUNDING

Funding for this Program is appropriated by the City of Coachella City Council as part of its annual budget process. There is no guarantee of the amount of funds that will be appropriated each year. Funds for the Program are available on a first come, first served basis. If funds are exhausted at the time of application submittal, staff will retain the application. If additional funds become available, staff will contact applicants in the order applications were received.

Grant Amounts

Eligible property owners or tenants who propose façade improvements can apply for one of two grants.

- 1. Mini-Grant
This grant provides reimbursement for commercial building façade improvements to approved applicants in the amount of up to Five Thousand Dollars (\$5,000), with no match requirement.
- 2. Matching Grant
This grant provides reimbursement to approved applicants for a reimbursable matching grant of two-thirds (66%) of eligible project costs, up to a maximum of One Hundred Thousand Dollars (\$100,000). The total cost of the façade remodel must be more than Five Thousand dollars (\$5,000). Receipt of a Matching Grant requires the applicant to contribute one- third of the total cost of the façade remodel, and to document its expenditures.

Leveraging. The Façade Improvement Program allows improvement done to the interior of

the property to count as leveraging for the exterior improvements. Grantees may, upon approval from the City, use funds invested in interior improvements as part of their required one-third match, subject to the following conditions: (a) the City may require an appraisal of the interior improvements by a city-approved appraiser to determine their value; (b) the interior improvements must be directly related to or enhance the commercial use of the property, thereby indirectly supporting the exterior façade improvements; (c) the improvements must be considered permanent fixtures with a depreciated value at least equivalent to the grantee's matching contribution; (d) grantees must provide detailed documentation of these interior improvements including invoices, receipts, and proof of payment, to substantiate the value claimed as match; (e) the City may require the recording of a document against the property that acknowledges the use of interior improvements as part of the match, ensuring that the grant agreement's terms regarding maintenance and use continue to apply.

The City of Coachella reserves the right to cancel or modify this Program at any time prior to grant approval, without notice. Continuation of the Program is subject to sufficient funding as appropriated by the City of Coachella City Council.

6. IMPLEMENTATION WORK

All improvements shall conform to the City of Coachella Building Codes, Zoning Ordinance, and applicable Design Guidelines. Proposed façade remodels are required to comply with Chapter 17 of the City's Zoning Ordinance. Project improvements commenced prior to the City's issuance of a Notice to Proceed are not eligible for this Program.

Failure to comply with any part of these guidelines or to complete the project as agreed may result in the forfeiture of future eligibility to any City grants and may require repayment of funds received.

City staff will be available to work with approved applicants to assist in the coordination of the project. City staff will carry out periodic inspections.

I, _____ have read and received a copy of these guidelines.
Printed Name

Date

Signature

Commercial Corridor Façade Improvement Grant Program Application

Please fill out this application completely and submit or send

to: City of Coachella
Attention: Economic Development Department
53462 Enterprise Way
Coachella, CA 92236
(760) 262-6263
cjimenez@coachella.org

SECTION 1. APPLICANT INFORMATION

Name: _____

Circle All That Apply: Property Owner Business Owner/Tenant

Business Name: _____

Property Address: _____

Mailing Address: _____

Assessor's Parcel Number: _____

Daytime Phone Number: _____

Email: _____

Total Number of Businesses in Building: _____

Name(s) of Other Businesses: _____

SECTION 2. PROPERTY OWNER INFORMATION *(complete if tenant is applicant)*

Property Owner Name: _____

Property Owner Mailing Address: _____

Property Owner Daytime Phone Number: _____

As the legal owner of the above property, I hereby grant authorization to complete the façade improvements indicated on this application.

Signature: _____

Date: _____

SECTION 3. FUNDING

Grant (please check one):

- ☐ Mini-Grant (*Reimbursement in the amount up to \$5,000*)
- ☐ Matching Grant (*Reimbursement of two-thirds the total project cost up to \$100,000 with a minimum total project cost above \$5,000*)

Grant Amount Requested: \$ _____

Estimated Total Project Cost: \$ _____

Leveraging: \$ _____

SECTION 4. SCOPE OF WORK

General Description of Work:

SECTION 5. ACKNOWLEDGMENT

We certify that the owner is the property owner of record and that there are no current code enforcement actions pending against the property.

I have read and understand the Program Guidelines and accept them.

I certify that I am qualified and will abide by such conditions set forth in this application and all reasonable conditions which may be issued by the City of Coachella in the implementation of this project.

Property Owner(s) Signature: _____ Date: _____

_____ Date: _____

Business Owner(s) Signature: _____ Date: _____

_____ Date: _____
