

**ATTACHMENT A
(Recommended Revisions)**

1. Target the following areas (as indicated in ATTACHMENT B): Northwest Pasadena; East Colorado Boulevard – Civic Center; portions of East Colorado Boulevard – east of Lake Avenue; and East Washington Boulevard. In addition, identify a minimum of two (2) storefront improvement projects per area to participate in the program. If there is a request for a project outside of the aforementioned areas, staff would defer the project(s) to a later date (the next fiscal year) to retain the focus on the identified areas.
2. Use the following menu to distribute funds of the Storefront Improvement Program in the targeted areas. This menu includes an increase of the funds available for each category of project type **and** the introduction of two new project type categories.

a. Conventional storefront participation	\$20K (funding increased from \$10K)
b. Local historic merit storefront participation	\$25K (funding increased from \$15K)
c. Multi-tenant storefront participation (new category)	\$10K per storefront (new category)
d. Historic business (new category)	(funding not yet determined)
3. Contract with 3 local architects to prepare drawings illustrating the improvements. These expenses would be included as part of the City's reimbursement to the applicant.
4. Create a phased reimbursement process whereby the applicant would receive 50% of the total City reimbursement upon 50 % completion of the project. Monetary reimbursement at the 50% completion would be subject to review and approval by staff. The applicant will be required to submit proof of expenditures (verified by City staff). The applicant would receive the balance of the City's contribution upon 100% completion of the project.
5. Consider using MASH employees to complete some of the minor improvements such as painting and minor repairs of storefronts.

ATTACHMENT B

Facade Improvement Program

Program Goals

The Goals of the Facade Improvement Program are to work in partnership with the property owners and business owners to:

- Stimulate investment in older neighborhood commercial districts;
- Generate additional revitalization by focusing the investment on improvements visible to customers, neighboring merchants, and residents; and
- Beautify commercial areas so that they reflect positively on neighboring residential areas.

The Commission will match dollar for dollar invested by the property or business owner on an approved storefront improvement. After construction is complete, the city will reimburse the applicant for the construction cost up to \$10,000. Projects which rehabilitate buildings with local historic merit or projects which incorporate public art in a creative way may be eligible for a \$15,000 maximum rebate.

Eligible Areas

The Facade Improvement Program is part of a comprehensive approach to commercial area revitalization. Buildings on major commercial streets located in existing business improvement districts, approved specific plan areas, redevelopment project areas and special focus areas are eligible. Preference will be given to joint applications which represent a cluster of buildings in a commercial area.

How It Works

1. Commission staff contacts applicant to discuss project goals upon receipt of application.
2. Commission staff meet applicant on site to discuss design issues, project scope and budget.
3. Sketch of improvements with estimated budget is prepared.
4. Applicant and Facade Improvement Program Committee approve design.
5. Applicant submits contractor bids to Commission staff.
6. Applicant and Commission sign a Facade Improvement Agreement qualifying project to begin construction.
7. Applicant submits paid receipts and color photos of completed project.
8. Commission staff issues rebate upon review and inspection of completed project.

Grant Requirements

Applicant provides:

- Application and color "before" photos of the building facade.
- Certificate of Additional Insured for general liability insurance on the applicant's policy

naming the City of Pasadena and Commission as an additional insured with at least \$ _____ in coverage. The applicant calls his/her insurance agent and has a certificate sent directly to the Housing and Development Department.

Once there is agreement on the design, submit:

- Contractor bids for all work. The applicant is encouraged to secure more than one bid but should send copies of only those bid(s) that he/she will use. (These can be faxed to 626-744-4773.)
- Original Certificate of Additional Insured for workers' compensation insurance from the general contractor (or *each* subcontractor if no general contractor) noting project address and naming the Pasadena Community Development Commission as an additional insured. If the subcontractor has no employees or will not be using employees on this particular job then he/she can write and sign a:
 - Letter exempting subcontractor(s) from worker's compensation insurance. Using stationery incorporating the contractor's license number, the contractor should send a letter to the Housing and Development Department saying "I am doing work at (project address). I will not be using employees on this job so I am exempted from the need to provide workers' compensation insurance."
 - Letter of approval when the applicant is not the property owner. The property owner should send a signed letter which says "I am the owner of the property at (project address). I have seen the plans for improvements at this property and I give my permission for (applicant's name) to proceed."
- Signed Facade Improvement Agreement.

Upon completion of the project, submit:

- Receipts signed "paid in full" and color photos of the finished building.

Send all documents to:

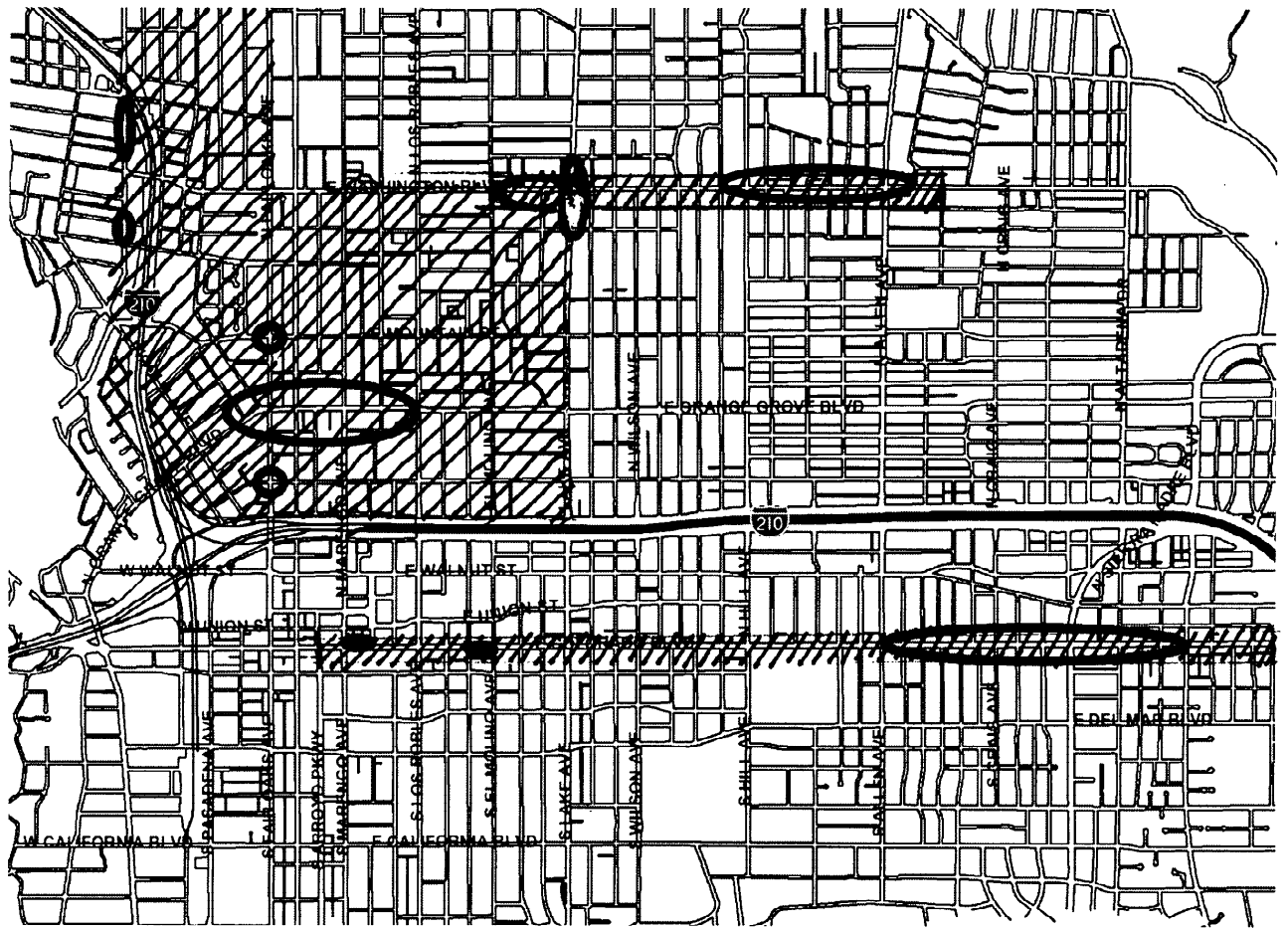
Housing and Development Department
100 North Garfield Avenue, Room 222
Pasadena, California 91101

(626) 744-4660

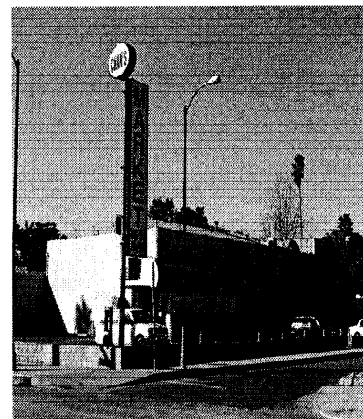
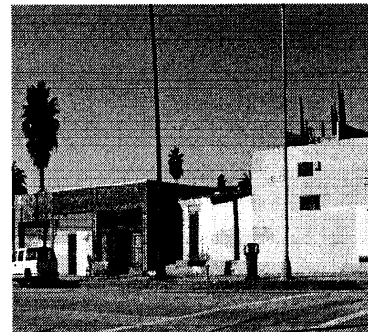
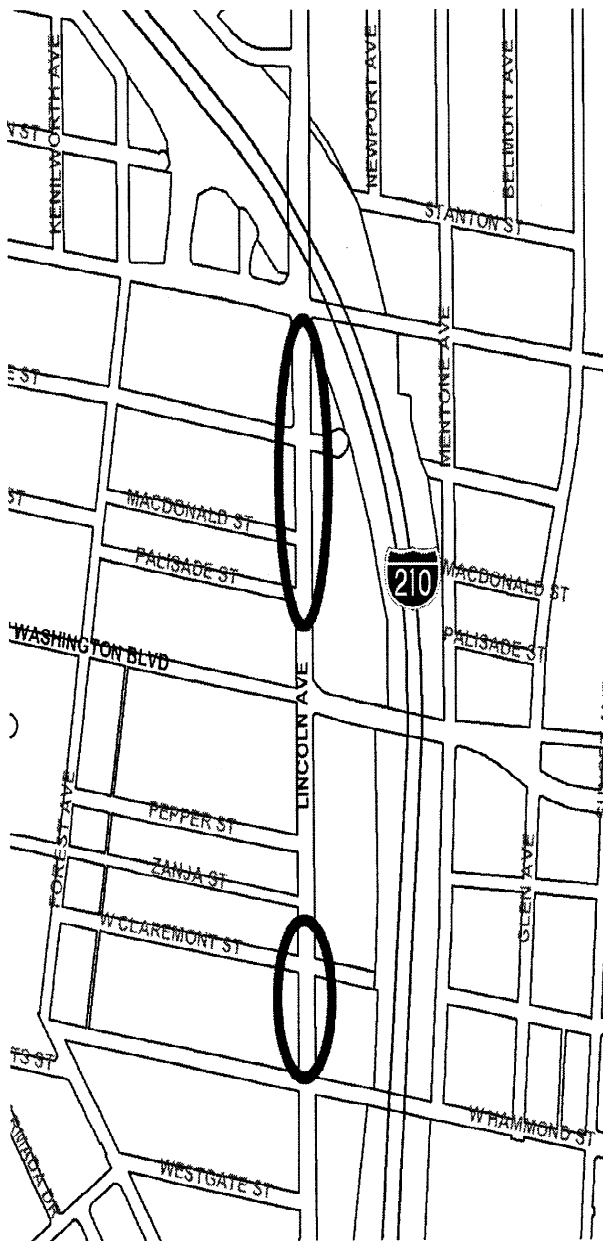
Fax (626) 744-4773

ATTACHMENT C

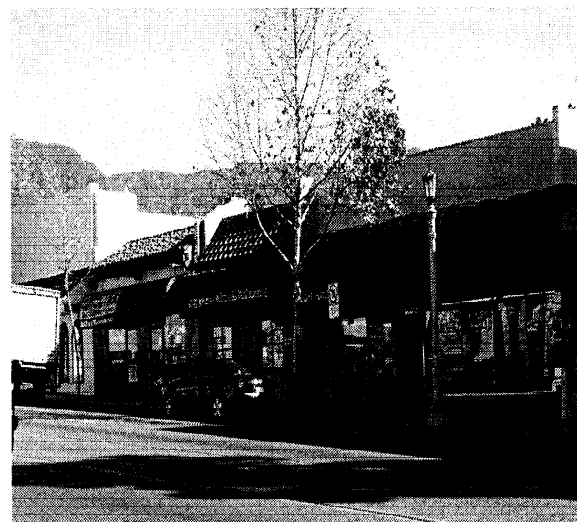
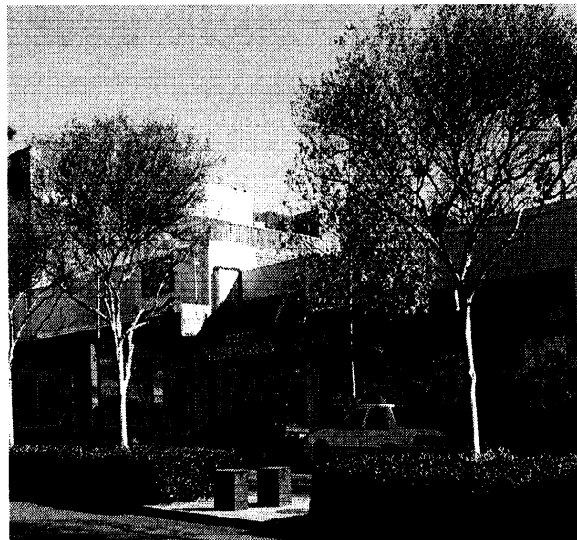
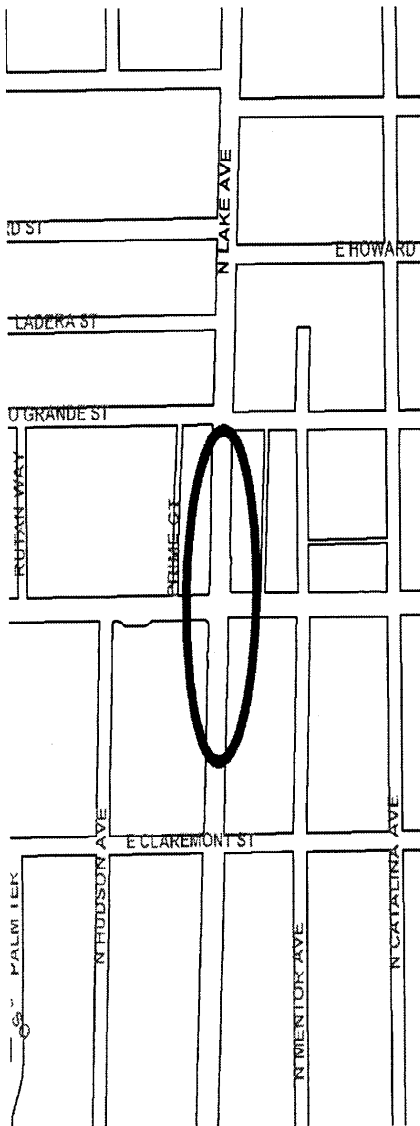
**Target Outreach Areas
&
Potential Storefront
Candidates**



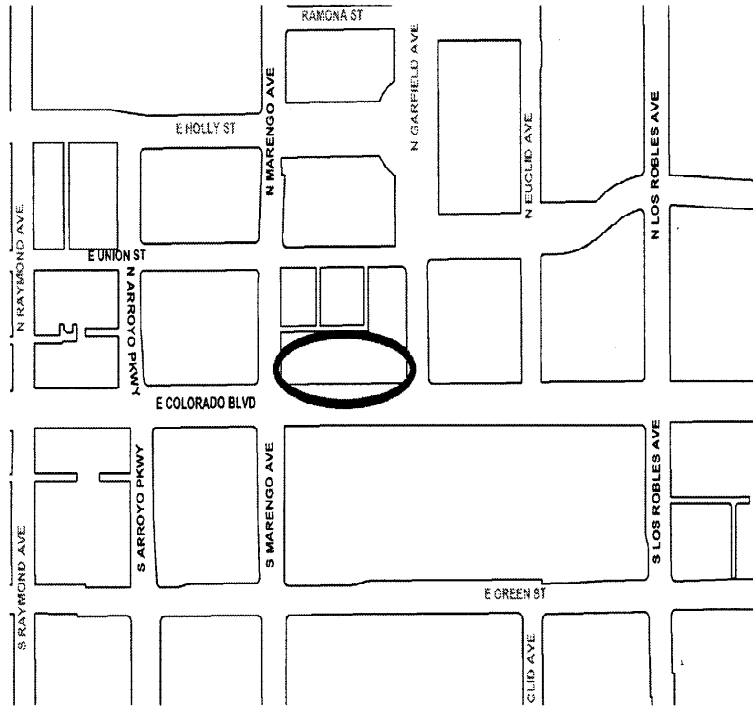
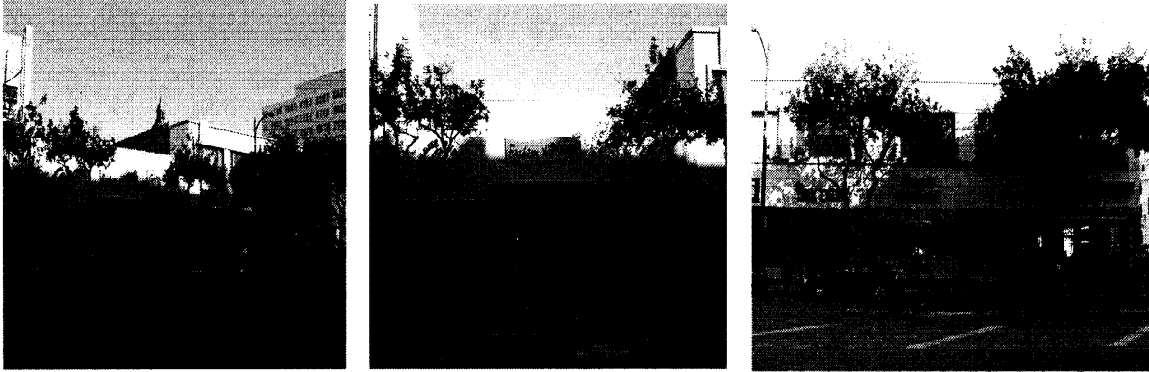
Candidates—Lincoln Avenue (at Washington Blvd.)



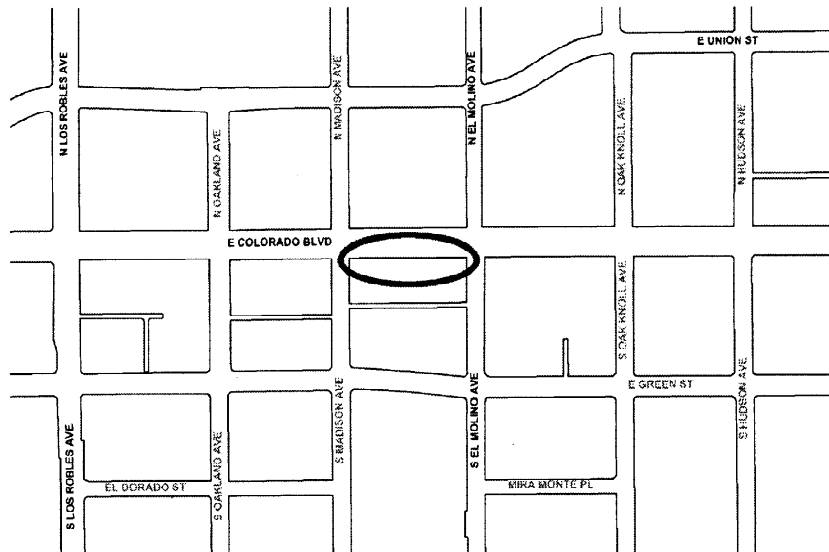
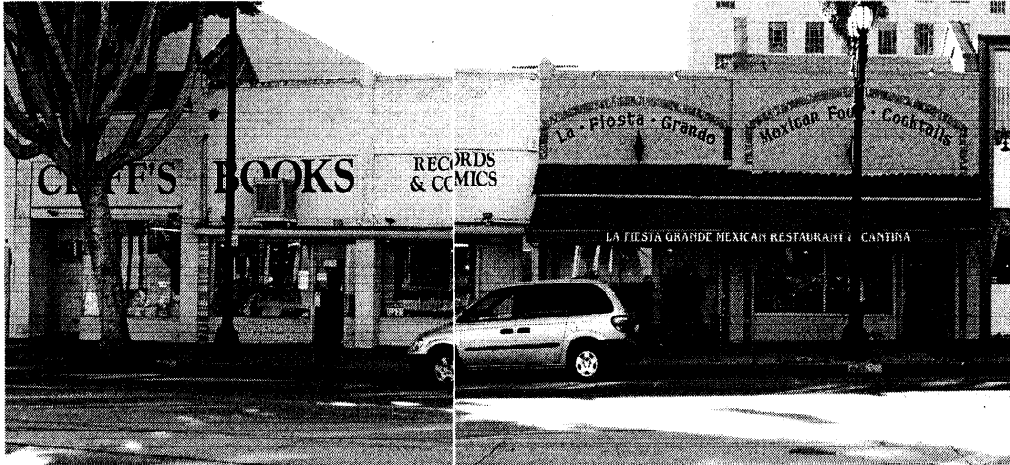
Candidates—N. Lake Avenue (at Washington Blvd.)



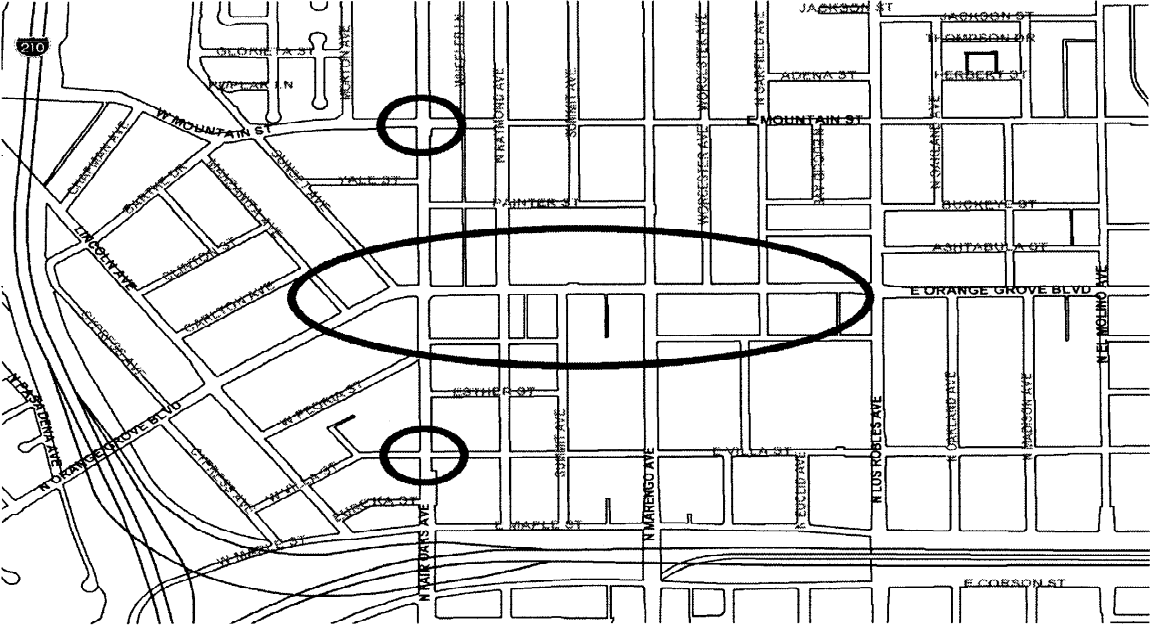
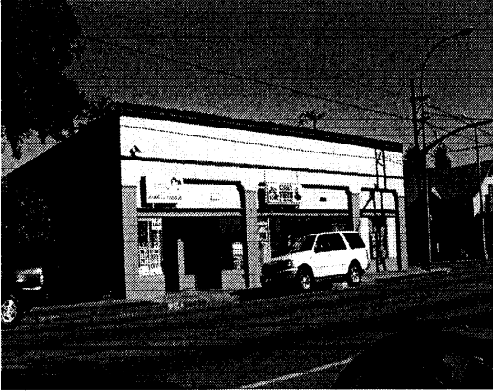
Candidates—Civic Center (E. Colorado Blvd.)



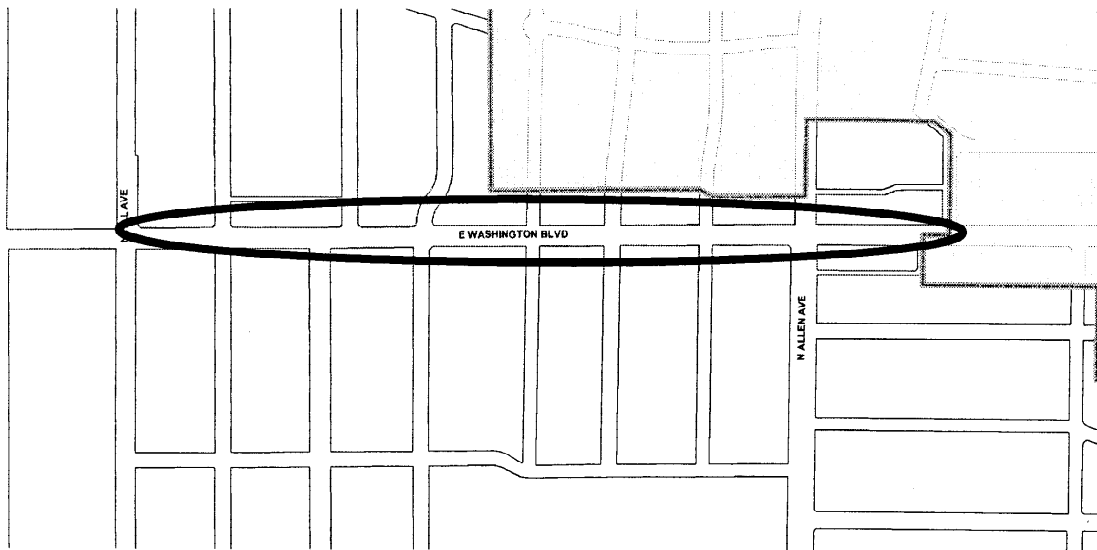
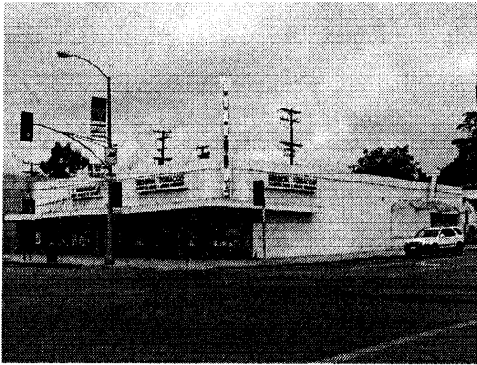
Candidates—Playhouse District (E. Colorado Blvd.)



Candidates—Orange Grove Blvd. (between Los Robles Ave. & Lincoln Ave.)



Candidates—E. Washington Blvd.



Successful Examples throughout Pasadena

