



Storefront Improvement Program  
City of Pasadena  
Planning & Development Department  
100 North Garfield Avenue, Room S116  
Pasadena, CA 91109



CITY OF PASADENA

# STOREFRONT IMPROVEMENT PROGRAM



### How does the program work?

The City will fund 50% of the eligible project costs for approved storefront improvements, up to a maximum rebate of \$20,000 per building. Building of historical merit can receive a maximum rebate of \$25,000 for the approved improvements.

#### Examples:

- (a) If you spend \$9,000 on approved storefront improvements, upon completion, you will receive \$4,500 from the City.
- (b) If you spend \$20,000 on approved storefront improvements, upon completion, you will receive \$10,000 from the City.
- (c) If you spend \$28,000 on approved storefront improvements, you will receive \$10,000 from the City.

### Why should you participate?

With only a small investment, you can greatly enhance your building. Storefront improvements can:

- Add value to your business or building
- Increase the sense of pedestrian security
- Differentiate and distinguish your building
- Create a more distinctive district

### Typical storefront improvements include the following:

- Awnings
- Decorative tile
- Doors
- Exterior lighting
- Painting
- Signs
- Windows

### The application process:

1. Submit an application to the Planning and Development Department and discuss project goals with Department staff.
2. Meet on site with Development staff to discuss design issues, project scope, and budget.
3. Prepare and submit a sketch of facade improvement with estimated budget.
4. Design is reviewed and approved by a three-person Storefront Improvement Program Committee.
5. Submit contractor bids to the Planning and Development Department.
6. Execute the Storefront Improvement Program Agreement, which will qualify a project to begin construction.
7. Determine the valuation of the project to establish the 50% completion.
8. Submit paid receipts and color photos of the completed project to the Planning and Development Department.
9. City issues rebate upon review and inspection of completed project.

### Application

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Property Owner  Business Owner

Please indicate what improvements you may wish to make to the exterior of your building:

- |                                              |                                      |
|----------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Paint               | <input type="checkbox"/> Awnings     |
| <input type="checkbox"/> Doors (replace/fix) | <input type="checkbox"/> Windows     |
| <input type="checkbox"/> Tile                | <input type="checkbox"/> Signs       |
| <input type="checkbox"/> Lighting            | <input type="checkbox"/> Landscaping |

Are there buildings adjacent to your that would benefit from the Storefront Improvement Program?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What is your budget (excluding the City's funding)?

\_\_\_\_\_

Please return to:  
 Leon White, Project Planner  
 City of Pasadena  
 Planning & Development Department  
 100 North Garfield Avenue, Room S116  
 Pasadena, CA 91109  
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