CITY OF PISMO BEACH

FACADE IMPROVEMENT REBATE PROGRAM
I - Objectives

The Façade Improvement Rebate Program is intended to improve the appearance of commercial buildings located in the Downtown Area through the use of rebates for costs associated with improvements to building exteriors. Complete applications will be reviewed by City staff and should not be subject to review by the City’s Planning Commission. No Building Permit fees or Planning review fees will be charged to the applicant as part of this process.

II - Eligible Area and Business

Commercial structures located within the boundaries of the Downtown Area (see section VIII). Property owners or tenants of commercial buildings are eligible to apply. However, tenants are required to provide written concurrence from the owner(s) of the property to participate in the program.

III - Implementation

In order to implement this program, funds may, from time to time, be set aside in the City’s annual budget to provide rebates to qualified and eligible applicants who upgrade the exterior of their buildings.

IV - Rebate Levels

Each participating property will be eligible for a rebate of up to $5,000, subject to prior approval and verification of the receipts submitted by the Applicant.
V - Public Works Project

The Façade Improvement Program falls under Health and Safety Code Section 33423 et seq., and California Labor Code Section 1720, which requires the payment of prevailing wages on private projects receiving public assistance. Accordingly, all City projects or assisted projects will require the payment of prevailing wages for each craft or type of workman needed throughout construction. City staff will provide assistance in complying with these requirements. Information on current prevailing wage can be found here: https://www.dir.ca.gov/Public-Works/Prevailing-Wage.html

VI - Program Committee

The Program Committee shall be comprised of City staff from the Community Development Department and may include an outside consultant architect/designer.

Unless otherwise designated by the City, the City shall sit and issue all approvals related to the Façade Improvement Program description, and the Agreement for Façade Improvement Rebate. The City must approve all Agreements prior to the commencement of work.

VII - Design

Applicants must make application for assistance prior to the start of the renovation and meet with the City to discuss the details. An applicant may wish to retain the services of an architect/designer to assist in the preparation of preliminary concept plans and drawings, taking into account design guidelines, building codes and the zoning ordinance.

- Improvement projects must enhance the appearance of the street elevation(s) or additional primary access points to the building such as an alley or parking lot.
- Attractive colors, appropriate design, articulation, shadow relief, consistent and appropriate signage and landscaping will be evaluated.
- Existing architectural features on the subject building and on the surrounding structures will be considered.
- The design standards or proposed improvement must comply with any design standards or guidelines adopted by the City of Pismo Beach.
VI - Program Emphasis

Priority will be placed on projects with the most visual impact and benefit to the community located along major streets in the core area as defined in the Pismo Beach Downtown Strategic Plan shown below:
IX - Guidelines

1. All projects shall comply with current City codes, ordinances, rules, regulations, and design guidelines. Applicant shall obtain building permits when required by law.

2. Un-reinforced masonry buildings (URM’s) must be in the process of retrofit to be eligible for participation in the Façade Improvement Rebate Program.

3. Participants shall pay for all agreed upon improvements by cashier’s check or personal check with appropriate documentation. The participant must submit copies of cancelled personal checks or receipts along with supporting documentation evidencing completion of work for which the rebate has been approved. Applicants must complete all agreed upon work with 90 days of the date of approval. If it is determined that the time limit is unreasonable, an extension can be granted by the City to remain eligible for the rebate.

4. Before, during and after the improvements are made, the City shall have the right to inspect all exterior work. The project is not qualified for a rebate until all improvements have been completed to the satisfaction of the City.

5. A licensed contractor, the owner of the building, or his/her tenant, shall perform the work if they are qualified to perform the work.

6. If project is proposed by a business that does not own the subject property, the business must have been in operation at the subject property with a valid business license for a minimum of two (2) years to qualify for the program.

7. In the event Applicant undertakes to do the work himself/herself, the reimbursement will be limited to the actual cost of equipment and materials. Truly volunteer assistance is permissible provided the approved project rebate is $1,000 or less; however, if the rebate is $1,000 or more and Applicant employs temporary help, utilizes existing employees, utilizes volunteers or engages in barter to do the work, payment of prevailing wages will be required.

X - Eligible Improvements

The following improvements will be eligible under the Facade Improvement Program:

1. Exterior painting, decorative facade treatment, signage, fascia, canopies, awnings, parapets and screening of roof-mounted equipment visible from the street.

2. Correction of building, health, nonconforming signage, or zoning code violations as it applies to the proposed improvement of the facade only.

3. Installation of decorative exterior lighting.

4. Minor landscaping and streetscaping directly relating to the buildings positive image.

5. Other improvements authorized by the City.

6. Restoration of historic building facades.

7. Repair or replacement of entryways, exterior doors and windows, and decorative fascia structures.

8. Removal of all deteriorated signs and extraneous structures as part of an overall improvement concept plan for the building facade.
XI - Exclusions

1. Project-related costs and improvements started prior to approval, except for design work necessary to make the application. Pre-project design work is eligible only for a project subsequently approved.

2. Anything not visible from the exterior of the building along the main street or other primary access point such as alleys or parking lots.

3. Any interior improvements such as carpeting, drapery, blinds, interior signage, or other related interior improvements.

4. Purchase of inventory.

5. Fixtures or furnishings related to the merchandising or operations of the building.

6. Purchase of business equipment or displays.

7. Other actions not directly listed on the above eligibility list.

8. Security bars, roofing, and mechanical equipment.

9. Exterior improvements not approved by the City.

10. Buildings with existing businesses operating without a valid City of Pismo Beach Business License.
XII - Process

Consultation with Architect/Designer:

Applicant contacts the City’s Planning Division to arrange a meeting with staff and the architect/designer to discuss desired improvements to the building.

1. Submit Application:
   Applicant completes and signs application form including scope of work. In the case of a lessee, approval of the property owner is required.

2. Preliminary Plan Review:
   The architect will submit a conceptual rendering, a detailed description of work and preliminary cost estimate to the Planning Division staff and applicant for review by staff.

3. Site Review of Property:
   Depending upon the scope of work, an on-site review of the proposed exterior improvements by the owner and/or lessee, City staff and the architect may be desirable to facilitate the proper progression of the design and project review process.

4. Final Approval of Plans:
   Following departmental input, the Community Development Department, in conjunction with the architect, will review the proposed facade improvements to determine whether to approve rebate incentives and/or provide further program-paid architectural services (working drawings).

5. Bidding Procedures:
   Applicants are required to get at least two bids for proposed improvements in excess of $1,000. A contractor selected by the applicant must be licensed and insured in accordance with City requirements. It should be noted that the low bidder need not be selected; however, a justification for accepting an alternative bid should be provided to the City. The selected contractor must also provide proof that prevailing wage is paid to individuals working on the project. Information on current prevailing wage can be found here: https://www.dir.ca.gov/Public-Works/Prevailing-Wage.html.

6. Pre-Construction Meeting/Notice to Proceed:
   A meeting between City staff, property owner and/or lessee, architect and contractor may be necessary prior to the start of construction to discuss the scope of work and clarify any issues. A project may not proceed until the Agreement is approved by the City. Authorization to proceed is included in the Agreement.
7. Award of Contract(s):
City staff shall be notified of all contracts awarded for services connected with the approved facade improvements. Copies of contracts and proof of required insurance will be provided by Applicant to City staff. Receipts for all improvements for which financial assistance is requested shall be provided and verified by staff prior to the payment of any grant funds.

8. Timeline:
The applicant has 10 business days from the date the project is approved by the Community Development Department to apply for Building Permits.

Construction shall commence within 10 business days of issuance of building permits by the Building Department.

If no building permits are required, the applicant has 20 business days from the date the project is approved by the City to begin improvements.

Exterior building improvements must be completed within 90 calendar days of issuance of building permits.

City staff may consider a 30-day extension, if the applicant can demonstrate that any delay was due to factors beyond his control (such as weather, etc.). The Community Development Director must approve extensions beyond 30 days.

9. Compensation:
The City will reimburse the applicant for the appropriate amount of funds upon completion of the project and when all receipts have been received.

10. Alterations and Maintenance of Improvements:
The facade and signage as designed, approved, and constructed, cannot be altered for five (5) years without City review and approval. The improvements funded in part by the City must be maintained in good condition for a period of five years following project completion.
XIII - Display of Program Sign

If requested by the City, the applicant shall display a sign indicating participation in the program. This sign shall be located on the front of the building for a minimum period of thirty (30) days. This sign will be provided by the City.

XIV - Application

Prior to the start of construction, the applicant must submit the following:

1. A completed and signed application form;

2. Plans for the proposed building improvements including signage and awning designs or architectural plans in sufficient detail to identify the nature and quality of the improvements;

3. A breakdown of proposed project costs. The submittal of more than one bid is encouraged and the City reserves the right to require additional bids in its sole discretion;

4. Name of licensed contractor at the time the project is approved, if applicable.

For further information contact
The Planning Division at
805/773-4658
CITY OF PISMO BEACH
COMMERCIAL FACADE IMPROVEMENT PROGRAM APPLICATION

APPLICANT INFORMATION

(   ) Property Owner  (   ) Business Owner/Tenant
Name
Address
Business Name
Business Address
Telephone  (W)  (Cell)

PROPERTY OWNER  (if different than the Applicant)
Name
Address
Telephone  (W)  (Cell)

ARCHITECT/DESIGNER
Name
Address
Telephone

PROPOSED IMPROVEMENTS

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<thead>
<tr>
<th>Category</th>
<th>Estimated Cost</th>
<th>Category</th>
<th>Estimated Cost</th>
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<tr>
<td>Other</td>
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<td>Total Estimated Cost</td>
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Expiration date of the lease:  
Parcel No.  
Bldg. Frontage:  
Sq ft. exterior wall area:  

I have reviewed all of the program terms and requirements and do hereby agree to comply with them to be eligible for program participation. All information provided herein is correct and complete to the best of my knowledge.

Signature of Applicant  
Date  

Signature of Property Owner  
Date  

FOR OFFICE USE ONLY

Plans submitted:  
Estimated date of completion:
City approval date:  
Actual date of completion:
Maintenance Agreement signed:  
Certificate of Completion:
Start date:  
Amount rebated:  (  %)