



# DOWNTOWN EL CENTRO FAÇADE IMPROVEMENT AND BEAUTIFICATION PROGRAM GUIDELINES

## I. OBJECTIVE OF DOWNTOWN BEAUTIFICATION

The City of El Centro recognizes the importance of the Downtown Area (as defined below) and seeks to make façade improvements to preserve the architectural history and beautify the Downtown Area. As a part of this commitment, the City will work with business owners and property owners of occupied and unoccupied buildings located within the Downtown Area by funding and arranging for contractors to make certain façade improvements.

## II. ELIGIBLE AREA AND BUSINESSES

The Downtown Area boundary lies from 4<sup>th</sup> Street to 8<sup>th</sup> Street along Main, Broadway, and State Street. Although Main Street is the primary focus in this phase of the revitalization effort, State Street and Broadway are also included as part of this Façade Improvement & in Beautification Program. Eligible locations include commercial structures located within the boundaries of the Downtown Area, as depicted in Figure II-1. The property owners and tenants of commercial buildings are eligible to apply for funding.

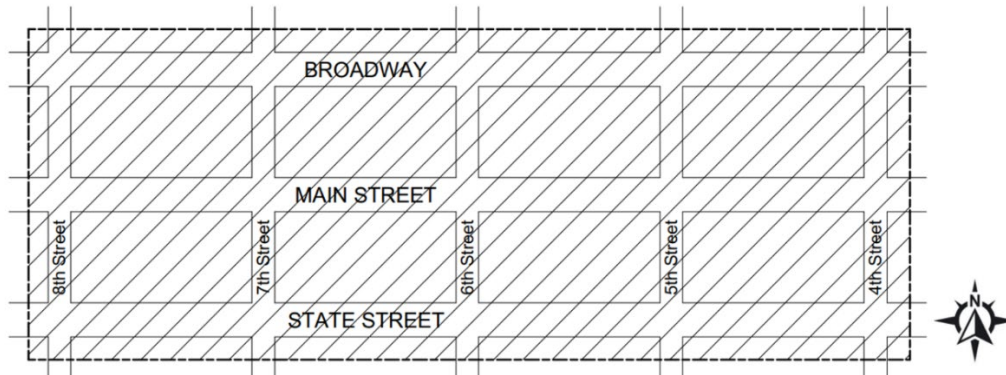


Figure II-1- Downtown Area

## III. FUNDING LEVELS

### *Operating Businesses*

Each participating property will be entitled up to \$15,000 in incentive funds to complete the types of work identified below. These funds are a grant. A

business owner or property owner may request such funds; when the business owner does not own the property, consent of the property owner is required. The City will administer the funds and work with third-party local contractors selected by the City to complete the scope of work. At no time will the City reimburse the business owner/property owner for improvements completed on their own.

- ◆ New paint (base, trim, and accent colors) as allowed by the Downtown Paint Palette
- ◆ New Sign or Sign Removal
- ◆ Repairs to arcade
- ◆ New awnings
- ◆ New foam moldings to create architectural detail and visual interest
- ◆ Plaster repair (damage plaster/stucco)
- ◆ New windows and/or doors
- ◆ Architectural exterior lighting to be reviewed on a case by case basis and at the discretion of the City

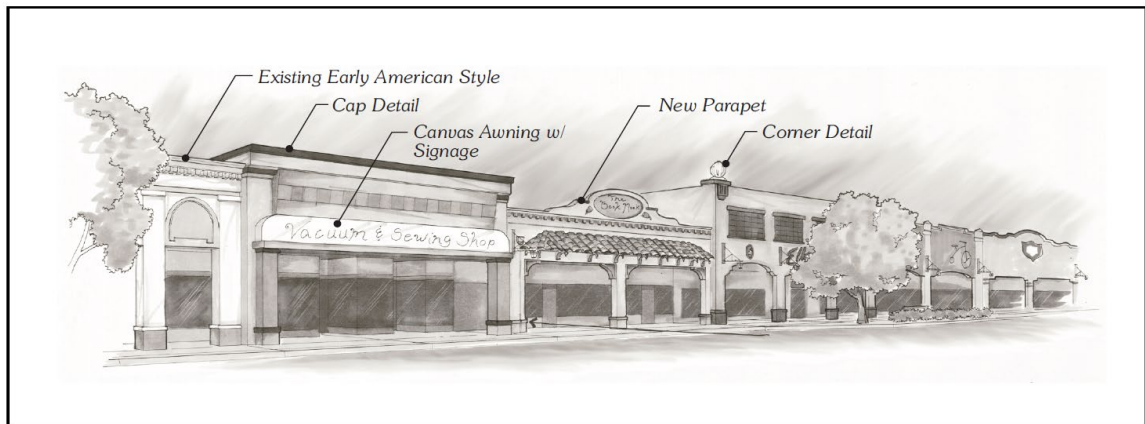


Figure III-1- Examples of eligible improvements

### *Vacant Properties*

The property owner may request this grant funding. Each participating property will be entitled up to \$3,000 in incentive funds to complete the types of work identified below. The City will administer the funds and work with local third-party contractors to complete the scope of work. At no time will the City reimburse the property owners for improvements completed on their property.

- ◆ New paint (base, trim, and accent colors) as allowed by the adopted Downtown Paint Palette
- ◆ Beautification of vacant storefronts through art installations



Figure III-2- Example of vacant storefront art

#### IV. REQUIREMENTS FOR PARTICIPATION IN PROGRAM

While the City seeks to facilitate the Façade Improvement Program, the following requirements are necessary to protect the health, safety, and welfare of the community, as follows:

- ◆ Signed approval from property owner(s) and release of liability to participate in the programs and have the City and third-party contractor enter their property to make the improvements
- ◆ Operating businesses shall have a current City-issued business license. If funding is sought for a vacant building, this requirement does not apply.
- ◆ Property owner shall provide proof of ownership as well as property insurance for the participating building
- ◆ Commit in writing to report to the Community Development Department – Code Enforcement Division any vandalism occurring within the vicinity of their property
- ◆ Maintenance obligations
  - Business owner and/or tenant or merchant will sweep up trash and debris regularly around their buildings
  - Owners of vacant lots will cut weeds and eliminate trash on a regular basis
  - Commit to maintaining the improvements for a period of 3 years from the date the work is completed
  - Maintain the façade improvement
- ◆ A property owner and/or business owner may only participate in the program once for each property owned. For example, if a property participates in the Façade Improvement Program and the property is

sold, the second owner may not participate in the program for a second time.

## V. SUBMITTAL REQUIREMENTS

The Façade Improvement Program will be administered by the City's Community Services Department – Economic Development Division. The guidelines are to be administered by city staff with simplicity and clarity in assisting the general public with project processing. The guidelines will serve as the basis for evaluating applications. Below are the submittal requirements to obtain grant funds:

- ◆ Completed and signed application- Applicant must make an application for assistance prior to the start of the renovation. City staff will work with the applicant to select new colors, appropriate design, consistent signage, and architectural features of the subject building. Priority will be placed on projects with the greatest visual impact and benefit to the community located in the core area, as defined in the Figure II-1
- ◆ Proof of Property Insurance
- ◆ Proof of Business License
- ◆ Completed applications will be processed on a first-come, first-served basis until all funds are exhausted.
- ◆ If an application is received without the required documentation, the applicant will have three (3) business days to submit the documentation or the applicant will be removed from the list and the file closed.

**APPLICATION  
CITY OF EL CENTRO  
FAÇADE IMPROVEMENT PROGRAM**

**I. APPLICANT INFORMATION:**

Full Name (Owner/Tenant-Please Circle 1): \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Email: \_\_\_\_\_

**II. PROPERTY OWNER INFORMATION:**

Full Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

If applicable, please attach property owner concurrence with improvements to property.

**III. PROJECT SITE INFORMATION:**

Name of Business(es): \_\_\_\_\_

Project Address(es): \_\_\_\_\_

Indicate Building Façade Improvements

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Paint    | <input type="checkbox"/> Plaster Repair |
| <input type="checkbox"/> Windows  | <input type="checkbox"/> Awnings        |
| <input type="checkbox"/> Lighting | <input type="checkbox"/> Other          |
- \_\_\_\_\_

**IV. ATTACHMENTS:**

- Proof of Property Insurance
- Proof of Current Business License (applicable for active businesses)
- Signed Letter of Approval from Property Owner (if applicable)

**V. APPLICANT ACKNOWLEDGEMENT:**

The Façade Improvement Program operates on a first-come, first-served basis with only **complete** applications being considered. By signing below, the applicant acknowledges that they have three (3) business days from the date of application submittal to provide all required documentation to the City of El Centro Economic Development Division at 1249 Main St. Applications dropped off or mailed to any other City office may delay the receipt of your application by the program administrators.

- I acknowledge that all attachments listed in section “IV. Attachments” must be submitted to the Economic Development Division for this application to be considered complete. I understand that if the required documentation is not submitted within three (3) business days, my application will be removed from the waiting list and the file will be closed.*

Signature: \_\_\_\_\_