

City of Escondido
Small Business Improvement Grant Program
Façade Improvement and CPTED Property Enhancement Funding
Notice of Funding Availability

The City of Escondido (“City”) is announcing a Notice of Available Funding (NOFA) and application for the two-sided Small Business Improvement Grant Program which provides funding for façade improvements and/ or Crime Prevention through Environmental Design (CPTED) property enhancements.

Small Business Improvement Grant Program will provide matching grants to commercial property owners and business owners willing to renovate the street-front exteriors of their structures.

Eligible improvements for the façade improvement funding could include new windows, painting, masonry, siding, doors, awnings, and/or structural or design changes.

The CPTED program is based on a multi-disciplinary approach to deterring criminal behavior through environmental design and overall improving local quality of life. An example of common CPTED improvements to better serve your business, ensure there is adequate and proper outdoor lighting, even after business hours. Sight lines and visibility across your property from the street with well-maintained vegetation or removal of other barriers meant to remove hiding places. For more information on CPTED please visit:

<https://www.escondido.org/Data/Sites/1/media/docs/BusinessHomelessReview.pdf>.

The following information outlines the details of the Small Business Improvement Grant Program and includes information on the application process.

Background

In 2021, Escondido City Council authorized two grant programs. A façade improvement program aimed at addressing ongoing concerns with the physical appearance of the downtown and commercial areas and a CPTED program aimed at addressing the impacts of illegal homeless encampments and civic disorder.

These grants are funded using Federal money allocated to the City of Escondido through the American Rescue Plan Act (ARPA) of 2021. The City Council established these programs to provide matching grants to business and property owners that wish to renovate, enhance, and improve highly visible buildings along core commercial corridors throughout the City. The City recognizes that as a result of the COVID-19 pandemic many businesses have suffered financially and struggled to keep up with or improve their facades. These funds are a way to address some of these challenges and restore vibrancy and further preservation to our community.

Funding will be matched by up to 50 percent of total project cost. The City is not required to grant all 50%, it is the City’s sole discretion as to how much to grant to each project.

**Permit costs are not available for use as an award or match. However, initial Design Review Application fees will be waived if applying to this program.*

The program allows applicants to request up to:

1. \$15,000 maximum or up to 50% of the project, whichever comes first, for the façade improvement. Examples:
 - a. If the total cost of the project is \$45,000, the City would contribute \$15,000 and the applicant must cover the additional \$30,000.
 - b. If the total cost of the project is \$10,000, the City would contribute \$5,000 and the applicant would cover the additional \$5,000.
2. \$7,500 maximum or up to 50% of the project, whichever comes first, for CPTED property enhancement. Examples:
 - a. If the total cost of the project is \$30,000, the City would contribute \$7,500 and the applicant must cover the additional \$22,500.
 - b. If the total cost of the project is \$15,000, the City would contribute \$7,500 and the applicant would cover the additional \$7,500.

Evaluation Criteria & Prioritization

Funding for this program is limited and not all eligible proposals are guaranteed funding.

Projects will be evaluated competitively by the City staff based on the following criteria:

1. Private contribution over and above the requested match;
2. Present condition of existing facade and/or negative impact of activity in the surrounding area;
3. The building's overall public visibility (i.e., the building's relationship to commercial streets, public parks, etc.);
4. Expected increase in assessed value of improvement;
5. Historic preservation and/or rehabilitation;
6. Support the character of the neighborhood and streetscape;
7. Priority will be given to applicants located within the Qualified Census Tract (map attached).
8. Priority will be given to applicants within the South Centre City Specific Plan, East Valley Parkway Area Plan, and Downtown Specific Plan.
9. Priority will be given to projects that benefit partner projects on same block or within the same business park; and

Project eligibility is based on the following criteria:

1. Businesses must have been established prior to January 2020.
2. Property owners must have owned the property prior to January 2020.
3. Applicants must exhibit how their business or property has been impacted by the COVID-19 pandemic.
4. A property must be located within City limits and within a commercial zone;
5. A property must be located in one of the following: Commercial Arterial (CA), Commercial Shopping District (CSD), Commercial Neighborhood (CN), Commercial Office (CO), and Commercial Business District (CBD) zones or be a conforming commercial use in a non-commercial zone; commercial zone;
6. Businesses must meet the definition of a small business meaning they:

- a. Have no more than 500 employees, or if applicable, the size standard in number of employees established by the Administrator of the Small Business Administration for the industry in which the business concern or organization operates, and
 - b. Are a small business concern as defined in Section 3 of the Small Business Act (which includes, among other requirements, that the business is independently owned and operated and is not dominant in its field of operation).
7. The owner, for himself and his successors, shall agree to maintain improvements for a minimum of a five-year period;
 8. The project shall increase taxable value of building or be a project that does increase the valuation of surrounding property; and
 9. All funded activities must comply with Federal, State, and local laws pertaining to labor standards and payment of prevailing wages for contracted work.

The following shall be eligible for funding through the program:

1. Facade
 - a. Rehabilitation, reconstruction, or restoration to the exterior, street side of a building facade;
 - b. Glass, windows, doors, trim, and accessories that are part of the street side facade;
 - c. Awnings, canopies, fences, and landscaping features;
 - d. Street grade entrances which contribute to activity along street edge;
 - e. Professional architectural/design/contractor fees as deemed appropriate for eligible projects;
2. CPTED:
 - a. Lighting;
 - b. Increase lines of sight /visibility from the street;
 - c. Fencing;
 - d. Landscaping that follows CPTED principles;
 - e. Securing trash enclosures; and,
 - f. Signs related to criminal activity (loitering, illegal parking, trespassing, etc.)

* Eligible projects must be for improvements to street-facing facades or related to CPTED principles and will require all applicable building permits.

*Applicants are eligible for both the facade improvement and the CPTED property enhancement funding in the same application cycle. However, if applying for both facade improvement and CPTEDP property enhancement, an application for each must be completed with separate bid and financial documentation.

* Improvements must conform to the City of Escondido's Zoning Code and California Building Code.

*The City reserves the right to determine in its sole discretion what is an acceptable bid or proposal for projects consideration.

The following shall not be eligible for funding through the program:

- Interior improvements;
- Roof repairs;

- Non-street facing entrances;
- Marquee business signs, fluttering devices/banners, billboards, moving/rotating signs, temporary signs, reader boards, anything that flashes or adds glare onto public ways or adjacent properties;
- Buildings for residential, non-profit, churches or places of worship, and governmental uses are not eligible; and
- Non-permanent or temporary structures.

The 3-Step Application Process

Step 1: Application Submission

The first step in applying for the facade and or CPTED improvement program is to attend the virtual announcement meeting held on May 18, 2022 that will review the NOFA and provide guidance on the steps moving forward. If you miss this meeting or would like to go back for reference, it will be posted on the City's site (<https://www.escondido.org/small-business-grant>). Additional questions regarding the grant funding or your application can be sent to sbg@escondido.org.

Applications can only be submitted online and will require the below. All required template forms are available on the City's website. If you are applying for both Facade Improvement and CPTED Property Enhancement funding, you will need to complete items 1-5 for each project.

1. Project Application

2. Detailed Project Description

The project narrative should relate how the project will fulfill the criteria that staff will use to review the application. Specifically:

- In detail, what improvements are being done and why they are necessary;
- The history of the building;
- How the project will benefit the community and the immediate streetscape; and
- The estimated project start and completion dates.

3. Detailed Project Budget

The project budget should identify each component mentioned (including labor at a prevailing wage) and a detail of each component part, cost of unit, number of units, and total cost. For projects of complexity, a cover sheet showing total component costs split into labor and materials helps.

4. Photographs of current conditions for each area of requested funding

- Photographs that are taken from far away to get the general scope; and
- Photographs that are taken up close to show detail; and
- Photographs of the façade and business sign as seen from a street side view

5. Renderings of Proposed Changes

- A proposed "after picture", rendering, or engineering/architectural document showing the finished product; and
- Please submit color renderings; and
- Material or textile examples.

6. Federal W-9 Form

This form should identify the individual or organization to be reimbursed. If the recipient is

- an organization or business, proof must be provided that the grant signatory has the authority to sign. The digital form can be found at <https://www.irs.gov/pub/irs-pdf/fw9.pdf>
7. Façade Improvement and CPTED Property Enhancement Funding checklist
 8. Signed Terms and Conditions
 9. Proof of Property Owner Authorization
 - Not required if the applicant is the property owner

SUBMISSION OF AN APPLICATION SHALL INCLUDE ALL EIGHT OF THESE REQUIRED ATTACHMENTS. APPLICATION WITHOUT ANY OF THESE REQUIREMENTS WILL BE CONSIDERED INCOMPLETE AND, THEREFORE, NOT EVALUATED FOR CONSIDERATION OF FUNDING.

Please apply for the Small Business Improvement Grant: Façade Improvement and CPTED Property Enhancement Funding at <https://www.escondido.org/small-business-grant>.

Step 2: City Staff Review Meeting

City Staff will meet monthly to review all submitted applications. Funding will be approved or denied based off the above listed criteria and prioritization. This is a competitive grant process that will end once all funds are awarded. After reviewing the applications monthly, staff will approve or deny the grant proposals submitted. Review meetings are held on the third Thursday of every month; therefore, applications should be submitted no later than the second Thursday of every month.

Step 3: Grant Agreement and Reimbursement

If the grant has been approved by City Staff, the City of Escondido will draft an agreement for the payment of the grant amount approved. Drafting an agreement may take up to two weeks, so planning a project timeline to reflect this additional period of time is essential for reimbursement.

* Projects must be completed within six months of the effective date of the agreement. Failure to meet this timeline may result in nullification of the grant contract without notification.

Important Information Concerning Payments:

- Any work billed, or materials invoiced, before the date signed by the applicant on the agreement with the City of Escondido will NOT be available for grant funding; and
- Once the approved project is completed, any payments brought in must have a proof of price and a transaction. This can be through invoice, credit card receipt, or a copy of a valid check or money order; and
- Photographs of the façade and/ or CPTED enhancements must be submitted to City Staff ahead of reimbursement; and
- The City will only pay up to 50% of any payment brought in, up to the agreed upon grant amount. If a grant recipient brings in an invoice with proof of payment for \$2,000.00, the City will reimburse up to \$1,000.00, or up to the remaining available agreed upon reimbursement amount; and
- Payments are mailed to the applicant after all required documents are submitted for review and approval. Payment will be made within 30 days of reimbursement submission and approval.