

**City of Culver City, California
Agenda Item Report**

Meeting Date: 01/24/11		Item Number: <u>A-1</u>	
REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Authorize Funding Identified in the Sepulveda Boulevard Area Improvement Program for a Commercial Façade Rehabilitation Grant Program for Properties Located along Sepulveda Boulevard between the Culver Boulevard Intersection and the City-limit Line South of Franklin Avenue			
Contact Person/Dept.:		Phone Number:	
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Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Public Notification: (E-Mail) Meetings and Agendas – Redevelopment Agency (01/19/11); (U.S. Post) Property Owners, Occupants and Businesses located in the Area Improvement Plan (01/06/11); (E-Mail) Culver City Chamber of Commerce (01/19/11).			
Department Approval: Sol Blumenfeld (01/13/11)		Agency General Counsel Approval: Murray Kane: (01/06/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (01/19/11)		Executive Director Approval: John M. Nachbar (01/19/11)	
<u>RECOMMENDATION:</u> Staff recommends that the Redevelopment Agency Board (Agency Board) authorize funding identified in the Sepulveda Boulevard Area Improvement Plan (AIP) Program for a Commercial Façade Rehabilitation Grant Program for properties located along Sepulveda Boulevard between the Culver Boulevard intersection and the City-limit line south of Franklin Avenue. <u>BACKGROUND:</u> On August 23, 2010 the Agency Board approved final plans and bid specifications for the Sepulveda MTA Grant Project (MTA Grant). As reported at that meeting, the MTA Grant will improve the pedestrian environment along Sepulveda Boulevard from the Culver Boulevard intersection to the City boundary south of Franklin Avenue. Improvements include the installation of replacement street trees and landscaping, as well as street furniture, energy efficient pedestrian oriented lighting, and crosswalk enhancements. The project area is self contained with clear boundaries to the north at Culver Boulevard and to the south at Franklin Avenue where the area transitions to residential and larger commercial land uses. These distinct conditions create a village-like atmosphere, which results from reduced vehicle speeds (caused by the narrow width of the street), neighborhood oriented business composition and access to bus lines and walking/bicycle paths. During the			

City of Culver City, California
Agenda Item Report

meeting, the Agency Board directed staff to examine initiating a façade rehabilitation program for the area.

DISCUSSION:

A façade rehabilitation program (Program) will complement the MTA Grant by enhancing the area's existing building stock, thus creating a more inviting commercial environment. The Program will encourage property owners to improve their properties, which in turn facilitates the tenancing of new businesses. Matching grant funds will reimburse property/business owners for qualified improvements made to the exterior of buildings, with a particular emphasis on new awnings and storefront signage.

Staff proposes to administer the Program in the same manner as the successful West Washington AIP Commercial Façade Rehabilitation Program, which has assisted 15 properties. It is expected, should the Agency Board approve this proposal, staff would execute a not-to-exceed \$20,000 architectural services contract to prepare conceptual designs. The Program provides:

- Matching Grants – A dollar-for-dollar matching grant of up to \$10,000 per business/tenant space will be made available to property owners, tenants, or owner/tenant joint ventures. Funds will be allocated for a limited period and potential participants will be made aware of the application deadline.
- Preliminary Façade Design Service – Contract Architectural service administered by staff.
- Program Boundaries - Grants will be awarded to properties located in the Sepulveda MTA Grant Project Area (Sepulveda Boulevard from the Culver Boulevard intersection to the Citylimit line south of Franklin Avenue) toward the end of Fiscal Year 2010/2011
- Eligible Improvements – Building facades, exterior painting and cleaning, window/door repair or appropriate replacement work, landscaping, awnings, sign removal, new signage, and other exterior improvements as approved.
- Code Compliance - Improvements must comply with all code requirements and all businesses must have an active business tax certificate with the City.
- Application Review - Applications and conceptual designs for the improvements will be brought to the Economic Development Manager for review and processing. The Assistant Executive Director will issue final approval of conceptual design plans and the Executive Director will have the authority to approve agreements with participants. Once approved, the improvements must be completed within 6 months.

FISCAL ANALYSIS:

City of Culver City, California
Agenda Item Report

The new project will impact staffing creating the need to realign staff from other AIP work to this façade rehabilitation effort. The Agency Board Approved Budget for Fiscal Year 2010/2011 has \$100,000 appropriated in the Sepulveda AIP Program (57392940). Of the appropriated budget, up to \$20,000 will be used to fund the Architectural Services contract and the remaining \$80,000 will be used as grant funds for interested property owners. If interest exceeds the existing available funding, additional funds will be proposed during the Fiscal Year 2011/2012 budget process.

ATTACHMENTS:

1. Proposed Project Limits for the Sepulveda Boulevard Commercial Façade Rehabilitation Grant Program
2. Before and After Photographs of the West Washington AIP Commercial Façade Rehabilitation Grant Program

MOTION:

That the Agency Board:

1. Authorize funding identified in the Sepulveda Blvd. AIP Program for a Commercial Façade Rehabilitation Grant Program (the "Program") for property located along Sepulveda Blvd. between the Culver Blvd. intersection and the City-limit line south of Franklin Ave.; and,
2. Authorize Agency General Counsel to review/prepare the necessary documents; and,
3. Authorize the Executive Director to execute such documents on behalf of the Agency.