



Administrative Report

N.4., File #19-0302

Council Action Date: 10/1/2019

To: MAYOR AND CITY COUNCIL

From: STEPHEN PROUD, WATERFRONT & ECONOMIC DEVELOPMENT
DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING NEW GRANT AGREEMENTS FOR THE
STOREFRONT IMPROVEMENT PROGRAM

APPROVE A GRANT AGREEMENT BETWEEN THE CITY OF REDONDO BEACH AND DENNIS
POTVIN IN THE AMOUNT OF \$4,408.80 FOR STOREFRONT IMPROVEMENTS AT 2623 ARTESIA
BOULEVARD.

APPROVE A GRANT AGREEMENT BETWEEN THE CITY OF REDONDO BEACH AND ARTESIA
OPERATING ASSOCIATES LLC IN THE AMOUNT OF \$12,313.33 FOR STOREFRONT
IMPROVEMENTS AT 2301 ARTESIA BOULEVARD.

APPROVE A GRANT AGREEMENT BETWEEN THE CITY OF REDONDO BEACH AND EDGARDO
OFILADA IN THE AMOUNT OF \$9,817.50 FOR STOREFRONT IMPROVEMENTS AT 2418
ARTESIA BOULEVARD.

APPROVE A GRANT AGREEMENT BETWEEN THE CITY OF REDONDO BEACH AND DA SILVA
LINING LLC IN THE AMOUNT OF \$4,006.75 FOR STOREFRONT IMPROVEMENTS AT 2322
ARTESIA BOULEVARD.

APPROVE A GRANT AGREEMENT BETWEEN THE CITY OF REDONDO BEACH AND AJ PLUS
SIX, LLC IN THE AMOUNT OF \$10,000 FOR STOREFRONT IMPROVEMENTS AT 1921 ARTESIA
BOULEVARD.

EXECUTIVE SUMMARY

The City Council has identified the revitalization of the Artesia/Aviation Commercial Corridor as a primary goal and adopted several related objectives as part of the City's Strategic Plan, one of which was the creation of a storefront improvement program. The City Council approved \$100,000 of funding for the Storefront Improvement Program as part of the FY2017/2018 Operating Budget, and approved an additional \$50,000 of funding as part of the FY2018/2019 Operating Budget. The FY2018/2019 Storefront Improvement Program was opened to prospective applicants on February 1, 2019, with the deadline for submittal being set to April 1, 2019. Altogether, staff received 20 applications by the deadline. Five of the applications that have been completed and internally

reviewed are being presented for consideration and approval.

BACKGROUND

The revitalization of the Artesia\Aviation Commercial Corridor is a goal set forth in the City's Strategic Plan. To accomplish that goal, the City has taken several steps including convening a City Manager's working group; implementing streetscape upgrades/improvements; an evaluation of the corridors by the General Plan Advisory Committee; and the creation and implementation of a storefront improvement program for the Artesia/ Aviation Commercial corridor.

On June 20, 2017, the City Council approved the City's Operating Budget for FY 2017/2018, in which \$100,000 was allocated for the implementation of the storefront improvement program (the "Program") for the Artesia Boulevard and Aviation Boulevard Commercial Corridors. An additional \$50,000 was approved as part of the FY2018/2019 Operating Budget. The Waterfront and Economic Development Department drafted Program guidelines that set forth the framework and application requirements for participants in the Program. Grant funding, ranging from \$2,500 to \$15,000, was available to support improvements/upgrades to storefronts and façades within the defined corridor areas. Upon approval of the updated Guidelines by City Council in January 2019, the Program launched on February 1, 2019 and closed on April 1, 2019.

Applicants to the Program must own a business or building within the Program Area and must apply for one of three Tiers of funding, ranging from \$2,500 to \$15,000, depending on the designation. Applicants also have the option of using up to \$1,000 of their allocated grant funds for architectural and design services.

Eligible improvements under the Program are outlined in the Program Guidelines and include, but are not limited to, exterior paint, removal and replacement of old signs and awnings, repair and replacement of windows and entry doors, landscaping, and remediation of city and state code violations. All improvements made with Program grant funds must comply with all local, state, and federal regulations, as well as design review regulations.

The Grant Agreements being presented for approval are attached and include the following:

Address	Proposed Work	Funding Request
2623 Artesia Blvd	Door and Window Replacement Paint Refresh	\$4,408.80
2301 Artesia Blvd	New Signage for One (1) Business Remove/Replace Damaged Railings	\$12,313.33
2418 Artesia Blvd #A	Install New Door and Window Cladding Install New Sign Resurface Façade	\$9,817.50
2322 Artesia Blvd	Install New Awning Cover Replace Awning Lights Install Vinyl Signage	\$4,006.75

1921 Artesia Blvd	Façade Overhaul	\$10,000.00
<i>Total Funding Requested</i>		<i>\$40,546.38</i>

If approved for grant funding under the Program, applicants must sign a Grant Agreement with the City for a term not to exceed three years. The Grant Agreement details the terms and conditions associated with the Program, as well as required future maintenance obligations.

Grants will be disbursed on a reimbursement basis. Once the proposed improvements are completed, applicants will be required to submit to the City all documentation listed in the Guidelines demonstrating completion of the approved improvements. All proposed improvements are subject to City inspection. Grants are processed in the normal City accounts payable cycle of net 60 days. Grantee must have all City permits and fee obligations paid prior to reimbursement with Program grant funds.

Staff has reviewed these grant applications internally and worked with the applicants to ensure that all improvements comply with local, state and federal regulations. The projects vary in size and scope, but each one will have a positive impact on the aesthetic of the Artesia/Aviation Commercial Corridor. This considered, staff is recommending that the Council approve the five applications for grant funding.

COORDINATION

The Waterfront and Economic Development Department coordinated on the development of this report with the City Manager's Office and Community Development Department. The Waterfront and Economic Development Department coordinated on the development of the Grant Agreement with the City Attorney's office.

FISCAL IMPACT

Funding for this phase of the Program was allocated in the General Fund when the City Council appropriated \$50,000 in the Fiscal Year 2018-19 Operating Budget. The total funds currently available for the Program, when including the additional \$46,548.31 carried over from the 2017-18 funding cycle, amount to \$96,548.31. Of this amount, \$40,546.38 will be used to fund the five proposed projects.

APPROVED BY:

Joe Hoefgen, City Manager

ATTACHMENTS

Attachment 1: Grant Agreement - 2623 Artesia Boulevard

Attachment 2: Signature Page - 2623 Artesia Boulevard

Attachment 3: Grant Agreement - 2301 Artesia Boulevard

Attachment 4: Signature Page - 2301 Artesia Boulevard

Attachment 5: Grant Agreement - 2418 Artesia Boulevard #A

Attachment 6: Signature Page - 2418 Artesia Boulevard #A

Attachment 7: Grant Agreement - 2322 Artesia Boulevard

Attachment 8: Signature Page - 2322 Artesia Boulevard

Attachment 9: Grant Agreement - 1921 Artesia Boulevard

Attachment 10: Signature Page - 1921 Artesia Boulevard