

# **BLUE FOLDER ITEM**

*Blue folder items are additional back up material to administrative reports and/or public comments received after the printing and distribution of the agenda packet for receive and file.*

## **CITY COUNCIL MEETING August 3, 2021**

### **N.2. DISCUSSION AND POSSIBLE ACTION REGARDING THE FISCAL YEAR 2021-2022 STOREFRONT IMPROVEMENT PROGRAM FOR THE ARTESIA BOULEVARD AND AVIATION BOULEVARD COMMERCIAL CORRIDORS**

CONTACT: STEPHEN PROUD, WATERFRONT AND ECONOMIC  
DEVELOPMENT DIRECTOR

(1) Public Comment received from Barbara Epstein

(2) Presentation on Storefront Improvement Program for August 3, 2021 City  
Council meeting

**From:** Barbara Epstein <[XXXXXXXXX@gmail.com](mailto:XXXXXXXXX@gmail.com)>

**Sent:** Monday, August 2, 2021 4:34 PM

**To:** CityClerk <[CityClerk@redondo.org](mailto:CityClerk@redondo.org)>; Bill Brand <[Bill.Brand@redondo.org](mailto:Bill.Brand@redondo.org)>; Todd Loewenstein <[Todd.Loewenstein@redondo.org](mailto:Todd.Loewenstein@redondo.org)>; Nils Nehrenheim <[Nils.Nehrenheim@redondo.org](mailto:Nils.Nehrenheim@redondo.org)>; Zein Obagi <[Zein.Obagi@redondo.org](mailto:Zein.Obagi@redondo.org)>; Cameron Harding <[Cameron.Harding@redondo.org](mailto:Cameron.Harding@redondo.org)>; Brandy Forbes <[Brandy.Forbes@redondo.org](mailto:Brandy.Forbes@redondo.org)>; Christian Horvath <[Christian.Horvath@redondo.org](mailto:Christian.Horvath@redondo.org)>; [horvath.RBD3@gmail.com](mailto:horvath.RBD3@gmail.com); Laura Emdee <[Laura.Emdee@redondo.org](mailto:Laura.Emdee@redondo.org)>

**Subject:** Agenda Item N- 2 , Artesia and Aviation Storefront Improvement

[City Logo] ATTN: Email is from an external source; Stop, Look, and Think before opening attachments or links.

Dear Mayor, Council, and Staff,

Thank you for your efforts in beautifying all areas of Redondo Beach.

It will be interesting to see what we can do with the storefronts. We've traveled to many charming cities and enjoy an element of serendipity.



Burlington, VT.

I'm also a big fan of "greening up" Redondo.

Thanks to all of you for all you do for our city.

Barbara Epstein  
SBPC  
RBCGC

Sent from my iPad

# Storefront Improvement Program

City Council  
August 3, 2021

# Program Background

- Council has previously identified Artesia/Aviation Commercial Corridor revitalization as a primary goal.
- As part of the FY2017-2018 Operating Budget, the Storefront Improvement Program was created and launched in January 2018 with \$100,000 available in funding.
- Program funded again as part of the FY2018-2019 Operating Budget with an additional \$50,000. The last Program round closed on March 1, 2019.



# FY2021-2022 Funding

- As part of the FY2021-2022 Operating Budget, the Program was re-funded in the amount of \$100,000.
- Review of previously approved Program guidelines that set forth the framework and application requirements for participants in the Program.
- Explore Council's options for changing or expanding components of the Program.

CITY OF REDONDO BEACH  
ARTESIA/AVIATION COMMERCIAL CORRIDOR  
STOREFRONT IMPROVEMENT PROGRAM  
PROGRAM APPLICATION FY 21/22



**Section 1: Applicant Information**

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

Check all that apply:  Property Owner  Business Owner/Tenant

Business Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

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

Assessor's Parcel No.: \_\_\_\_\_ Street Frontage: \_\_\_\_\_ LF (lineal feet)

Daytime Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Total Number of Businesses in Building: \_\_\_\_\_

Name(s) of Other Businesses: \_\_\_\_\_

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**Section 2: Property Owner Information (complete if tenant is applicant)**

Property Owner Name: \_\_\_\_\_

Property Owner Mailing Address: \_\_\_\_\_

Property Owner Daytime Phone Number: \_\_\_\_\_

As the legal owner of the above property, I hereby grant authorization to complete the storefront improvements indicated on this application.

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

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**Section 3: Funding Request**

Grant (please choose only one option):

Tier 1: Mini Grant  
(50% of project cost up to a maximum of \$2,500)

Tier 2: Significant Storefront Improvement Grant  
(50% of project cost up to a maximum of \$10,000)

Tier 3: Multiple Tenant Commercial Grant  
(50% of project cost up to a maximum of \$15,000)

Grant Amount Requested: \$ \_\_\_\_\_

Estimated Total Project Cost: \$ \_\_\_\_\_

I will be using a portion of approved grant funds for Architecture  
(up to \$1000 of approved grant funding)

APPLICATIONS DUE NOVEMBER 1, 2021

CITY OF REDONDO BEACH  
ARTESIA/AVIATION BOULEVARD COMMERCIAL STOREFRONT IMPROVEMENT  
PROGRAM GUIDELINES (FY 21/22)

The City of Redondo Beach offers a Storefront Improvement Program (the Program) that provides up to a 50% matching grant to qualified businesses and property owners along the Artesia/Aviation Commercial Corridor for the completion of storefront improvements. This document contains information regarding grant funding, eligibility, evaluation criteria, and other program guidelines. Please contact the Waterfront and Economic Development Department at 310-318-0631 or storefront@redondo.org with any questions.

**I. GRANT FUNDS**

**A. Funding Available**

The Program provides matching grants to eligible applicants located within the Program Area (see Section II.A). The Program match requirement is set at a maximum of 50% of eligible costs. However, the City reserves the right to flex the match requirement on a case-by-case basis. Three tiers of grant funding are available to applicants:

**Tier 1:** To be used for non-architectural elements such as paint, signage, and awnings. The Program reimburses 50% of the grantee's cost up to a maximum grant amount of \$2,500.

**Tier 2:** May be used for all Tier 1 type improvements as well as additional significant Storefront improvements including, but not limited to, structural upgrades, Storefront tile or stone accents, complete window replacement or upgrading entryways for ADA compliance. See Section II.C for a complete list of eligible improvements. The Program reimburses 50% of the grantee's cost up to a maximum grant amount of \$10,000.

**Tier 3:** Multiple tenant commercial buildings, consisting of three or more tenants, are eligible for the Program under Tier 3. Grant funds may be used for Tier 1 or Tier 2 type improvements. The Program reimburses 50% of the grantee's cost up to a maximum grant amount of \$15,000.

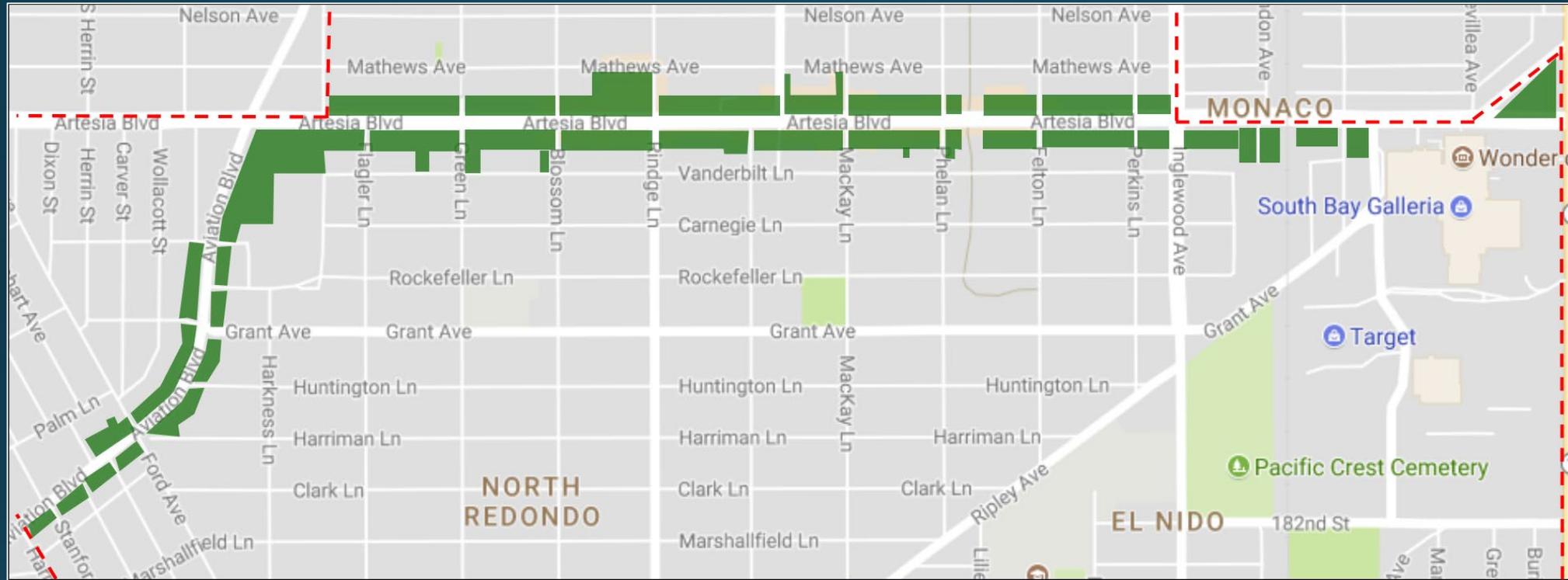
**B. Requests for Proposals**

The 2021-2022 Program round will be open for applications **August 16, 2021**. The submission deadline is **November 1, 2021**.

	Maximum Grant Amount	Match Required	Total Improvement Cost
Tier 1: Mini Grants	\$2,500	50%	\$5,000
Tier 2: Significant Storefront Improvements	\$10,000	50%	\$20,000
Tier 3: Multiple Tenant Commercial	\$15,000	50%	\$30,000

Applicants may request less than the maximum amount of the grant for any level or contribute more than 50% of the improvement costs. Applicants must wait to submit their applications until the application round is opened. Once the round is closed, no further applications will be accepted.

# Current Program Area



Artesia Boulevard Commercial Corridor: properties located within the City of Redondo Beach along Artesia Blvd between Aviation Blvd (on the west end) and Hawthorne Blvd (on the east end).

Aviation Boulevard Commercial Corridor: properties located within the City of Redondo Beach along Aviation Blvd between Artesia Blvd (on the north end) and Harper Avenue (on the south end).

# Funding Tiers

	Maximum Grant Amount	Match Required
<b>Tier 1: Mini Grants</b>	\$2,500	50%
<b>Tier 2: Significant Storefront Improvements</b>	\$10,000	50%
<b>Tier 3: Multiple Tenant Commercial</b>	\$15,000	50%

- Tier 1 funds: non-architectural elements such as paint, signage, and awnings
- Tier 2 funds: all Tier 1 type improvements as well as additional significant façade improvements including structural upgrades, complete window replacement or upgrading for ADA compliance
- Tier 3 funds: available to multiple tenant commercial buildings. Grant funds may be used for Tier 1 or Tier 2 type improvements

\$1,000 architectural and design services option available

# Eligible Improvements

Eligible improvements include:

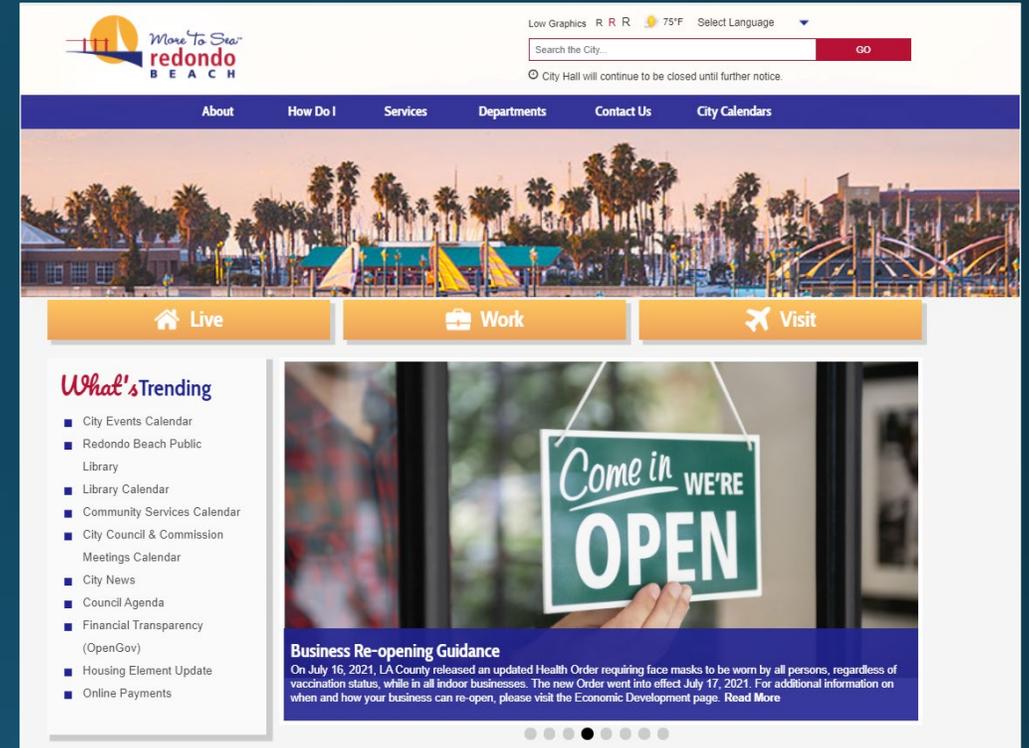
- Exterior paint
- Removal of old signs, awnings, and other exterior clutter
- Repair or replacement of exterior siding, stucco or other exterior finishes
- Installation of new entry doors
- Repair or replacement of windows
- Installation of awnings, signs and exterior lighting
- Installation of permanent landscaping
- Entire storefront re-facing
- Remediation of code violations
- Construction of outdoor dining and gathering spaces



# Program Outreach

## Proposed Program Outreach Efforts:

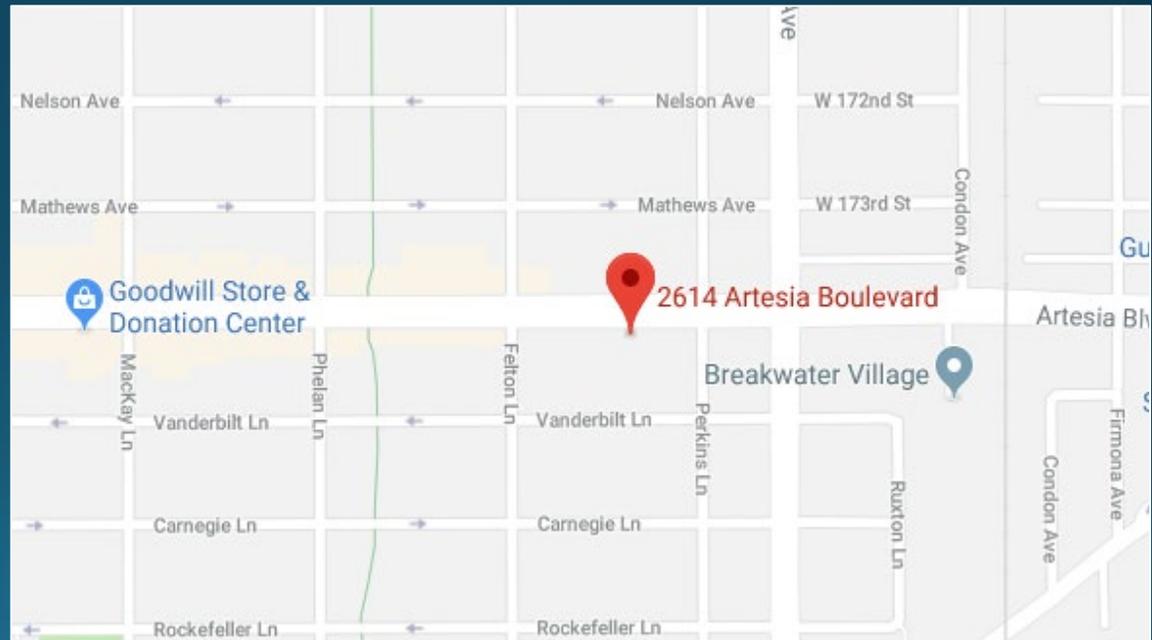
- Online outreach through City website
- Outreach through the NRBBA, Chamber of Commerce, and other local business groups
- In-person outreach along Artesia and Aviation corridors (if Program boundaries remain unchanged)



# 2614 Artesia Blvd

## Improvements Made

- Remove/Replace Broken Planter
- Remove/Replace vegetation with California native/drought tolerant plants
- Install drip irrigation for water conservancy



Tier 1 Applicant

Project Cost: \$5,125.00

City Contribution: \$2,500.00

Private Contribution: \$2,625.00

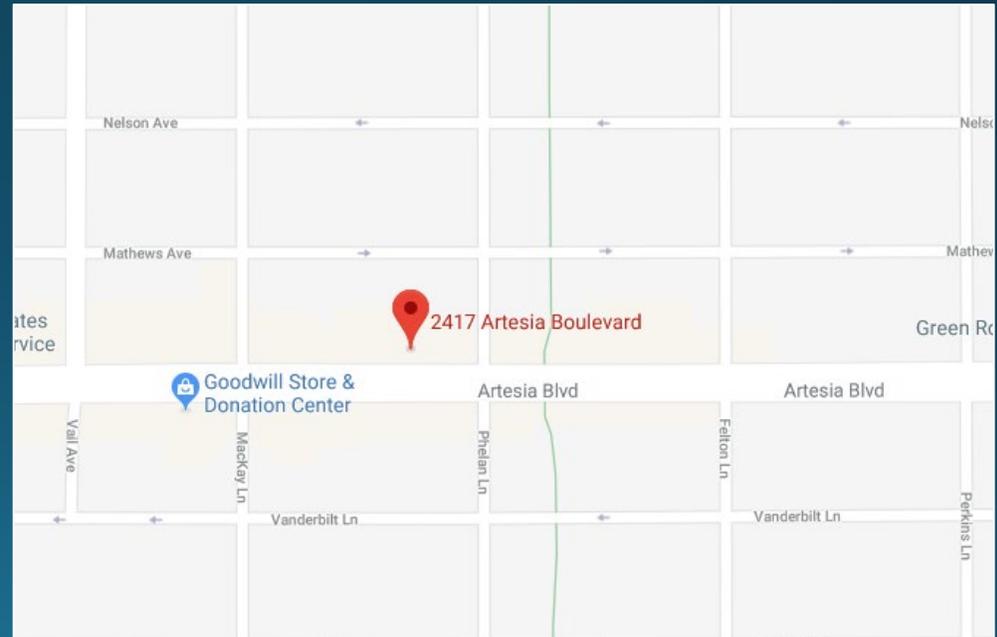
# Before and After: 2614 Artesia Blvd



# 2417 Artesia Blvd.

## Improvements Made

- Façade Overhaul:
  - Demolition/Hauling
  - Plans and Right-of-Way Permit
  - Removal of Arch at front elevation
  - New Ipe Siding on front façade
  - New stone column wainscot
  - New stone column caps



Tier 2 Applicant

Project Cost: \$21,500.00

City Contribution: \$10,000.00

Private Contribution: \$11,500.00

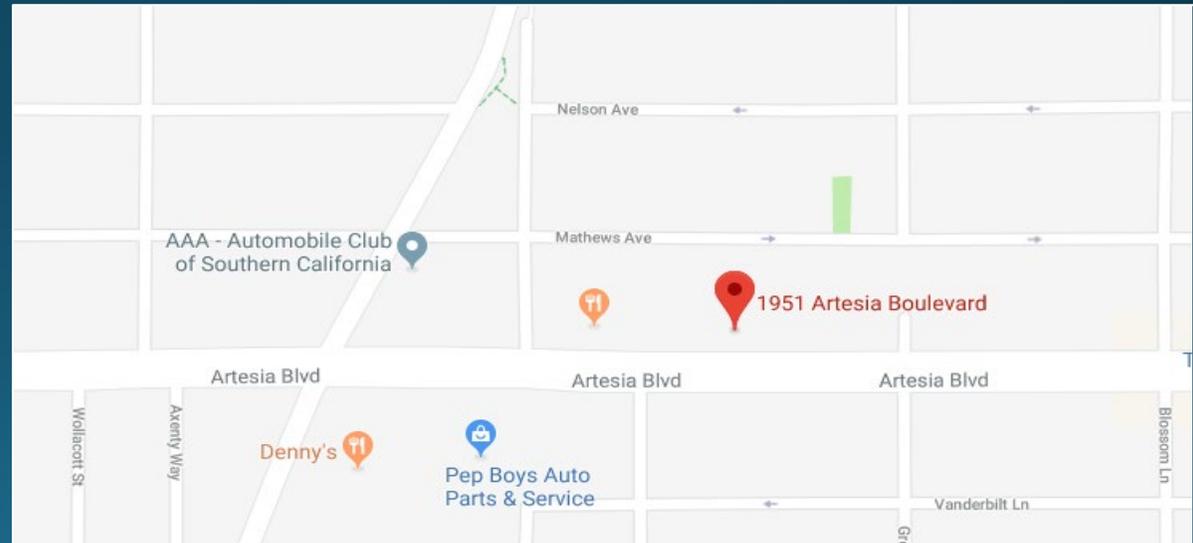
# Before and After: 2417 Artesia Blvd



# 1951 Artesia Blvd.

## Improvements Made

- Façade Overhaul:
  - Repaint entire façade with neutral earth tones: 3 colors to highlight architectural features
  - New Signage for South Bay School of Cooking
  - New Signage for TRU Center



Tier 3 Applicant

Project Cost: \$11,404.86

City Contribution: \$5,702.43

Private Contribution: \$5,702.43

# Before and After: 1951 Artesia Blvd



# Application Process

- Applications to FY2021-2022 Storefront Improvement Program will be accepted beginning August 16, 2021.
- Prospective applicants are strongly encouraged to speak with city staff prior to formally submitting the application.
- Applications will be accepted until November 1, 2021 and review of the applications will begin immediately thereafter.
- All Grant Agreements will be forwarded to the City Council for final grant approval.



# Prospective Updates to the Program

- In an effort to attract new applicants or encourage larger projects, the Council may consider changes to the Program
- Program Considerations include:
  - Increase to Tier Funding Caps
  - Expanding Program Boundaries beyond the Artesia/Aviation Corridors