



“Making storefronts visibly appealing would transform neighborhoods into destinations and benefit the community overall. Simple improvements such as better lighting, paint, and new windows make a difference.”

Civilis Consultants, Portland OR.

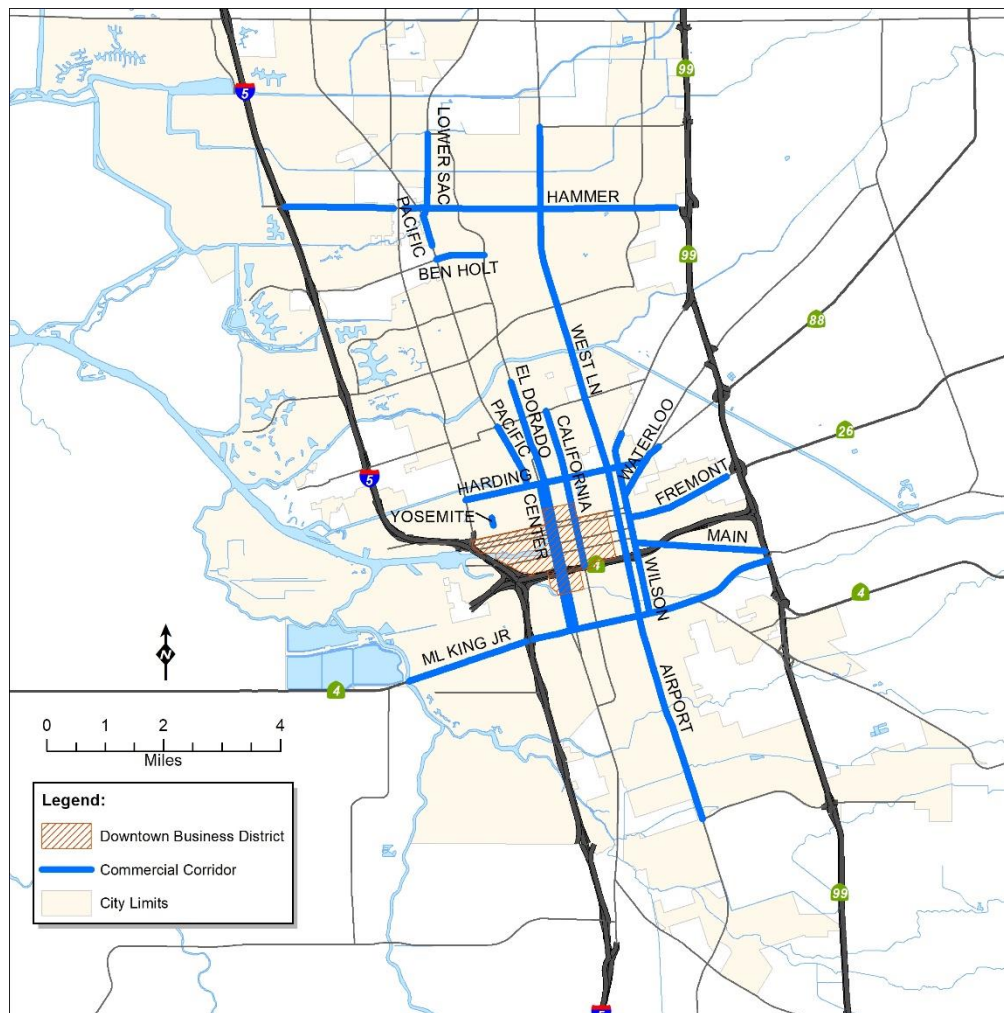
## **STOREFRONT BEAUTIFICATION MICRO GRANT PROGRAM**

City of Stockton

# Storefront Beautification Micro Grant Program (SBMGP)

## Targeted Commercial Corridors

Storefronts eligible for grant funds include commercial properties located on the following commercial corridors within Stockton's city limits: Charter Way, MLK Jr. Blvd., E. Main Street, Airport Way, Wilson Way, E. Fremont Street, West Lane, E. Ben Holt (East of Pacific Ave.), Hammer Lane, Lower Sacramento Rd. (Near Ponce De Leon), Pacific Ave. (between Harding and Alpine), Harding Way, Yosemite St., Eldorado (up to Essex), California (up to Alpine) and the Downtown Improvement District\*.



## Contact Information

City of Stockton Economic Development Department  
400 East Main Street, 4<sup>th</sup> Floor

209.937.8539

Email: [economic.development@stocktonca.gov](mailto:economic.development@stocktonca.gov)

## Mission and Objectives

The City of Stockton's Economic Development Department established a micro grant program to provide funds for storefront improvements within specific commercial corridors located in the City's limits. The mission of this program is to assist with transforming commercial corridors into visually appealing neighborhood destinations. This program supports small business retention/development and neighborhood revitalization which coincides with the goals of the City of Stockton, Economic Development Strategic Plan.

## Program Funding

The City of Stockton approved funding in the amount of \$25,000 for the Storefront Beautification Micro Grant Program for fiscal year 2018-2019. Reimbursement grants will provide funds to commercial property and/or business owners to be used toward storefront improvements such as new windows, paint, awnings, signage, lighting and landscaping hardscape. Once program funding has been exhausted, applications for the SBMGP will be accepted for the following fiscal year if funding is reallocated by City Council. Additionally, due to the availability of other incentive programs specifically targeted to Downtown Stockton, a cap (*not a set-aside*) of \$8,000 (*of the \$25,000 funding*) per fiscal year will be available to applicants within the boundaries of this area.

## Eligible Storefront Improvements

Storefront improvements made through the SBMGP must obtain planning and building permits that are required by the City of Stockton municipal code *when applicable*. Design standards should be consistent with and compliment the neighborhood in which it is located. Proposed projects will be evaluated by Economic Development staff for aesthetic elements related to the replacement and/or improvements of\*:

- Windows
- Signs
- Paint
- Awnings
- Lighting
- Planters and trellises.

*\*Cleaning efforts such as sidewalk power washing and landscape improvements are strongly encouraged to be included in each project.*

## Grant Funds

Grant funds up to a maximum of \$2,000 will be reimbursed to applicants once project construction and City of Stockton inspections, if required, have been completed.

Reimbursements are based on actual project costs and require proof of payment to and receipts from licensed contractors who completed the project.

## Applicant Eligibility

- Eligible projects include storefront improvements for properties zoned commercial, retail, or office use.
- Properties must be located within one of the approved targeted commercial corridors. Applicants with locations not listed in the targeted commercial corridors (within City limits) will be considered on a case by case basis.
- The grant applicant may be a property owner or business owner.
- Building tenants must obtain a signed approval for the proposed storefront improvements from property owners.
- For sign and awning projects, tenants must show at least two years remaining on their lease at the location of the proposed project and have the option to renew for at least two additional years from time of application submittal.
- Applicants will be awarded one grant per storefront and will not be eligible for additional grant funds for a period of five (5) years after project completion.
- Any construction or electrical work required for improvements must be completed by licensed and qualified design/construction/electrician contractors and all signs must be produced and installed by professional sign makers.
- All proposed projects that require obtaining permits and approvals through the City of Stockton's Planning, Building, Engineering, and Fire departments must do so prior to construction.
- Business licenses must be current and in good standing with the City of Stockton.
- Applicants must not owe any outstanding property taxes, fees, judgments, or liens to the City of Stockton and have no outstanding code violations unless program funds are used to correct and improve the violations.
- All storefronts must be street facing.

## Applicant Ineligibility

- City, State, or Federal owned buildings
- Card rooms
- Paycheck cashing
- Car dealerships
- National chains and/or franchised owned businesses
- Interior or exterior repairs not related to the exterior façade aesthetics
- New building construction
- For the purchase of real or personal property or equipment
- Projects completed before applications were submitted

## Submission Requirements

Storefront Beautification Micro Grant applications must be submitted with required documentation to the City of Stockton Economic Development Department located at 400 E.

Main St., Stockton, CA 95202, 4<sup>th</sup> floor. Information needed for the SBMGP application may include:

1. Completed Storefront Beautification Micro Grant Application;
2. Description of the proposed storefront improvements;
3. Estimated project budget;
4. Two photos of the storefront façade in its current condition, revealing images closeup and distant with neighboring businesses;
5. Conceptual images or drawings of the improvements or repairs to be made including paint color swatches, designs, etc.

## Additional Information

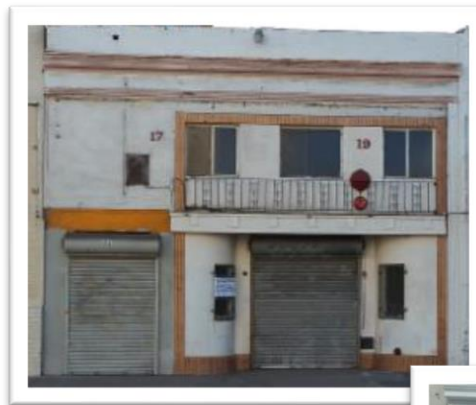
- **Award Notification:** The City of Stockton Economic Development Department will notify all applicants about the status of approval at least 14 business days after applications have been received and reviewed.
- **City's Involvement:** Once an applicant is approved for reimbursement grant funds, it is the responsibility of the applicant to continue with all work related to the procurement, scheduling and oversight of design and contractor professionals for the project. Outside of issuing permits, the City will not be involved in negotiating or managing any aspects of projects using the SBMGP. Applicants assume and accept all liability of projects approved through the SBMGP.
- **Predevelopment Meetings:** As a courtesy to applicants, predevelopment review committee (DRC) meetings may be requested through the Economic Development Department and will include representatives from Planning, Building, Engineering, Municipal Services and Fire departments. This should be requested by email or phone to the City of Stockton Economic Development Department.
- **Timeline:** All approved SBMGP projects must be completed within six months of approval to be eligible for reimbursement. Funds requested after six months of approval will not be reimbursed.
- **Issuance of Grant Funds:** Grant funds will be released to applicants as reimbursement after completion, payment and proof of construction work is completed. All documentation including bill of sale, invoice, and receipts for payments along with post project pictures shall be submitted to EDD for review before grant funds for reimbursement are issued.
- **Right to reproduce images:** All before and after pictures of projects funded through CCM grant funds are understood by the applicant to be available for use by the City of Stockton for public relations and advertising purposes in future materials and press releases.

## Storefront Improvement Examples:

The Deliberation Room, restaurant and bar recently improved the façade of their business by replacing windows, adding new lighting and signage, and restoring the look of the original brick and moldings. This transformation makes the establishment inviting and shows pride of ownership.



This storefront improvement project located in Oregon City, OR is a good example of how taking off an old awning and exposing the transom windows transformed the business into a vibrant, welcoming destination.



Before



After

*Deliberation Room, Downtown Stockton*



Before

After



*Oregon City, OR*