

## Overview

### INTRODUCTION

The purpose of the City's Storefront Improvement Program (SIP) is to help small businesses grow and succeed. The program was created in 1986, is housed in the Economic Development Department, and is designed to enhance and revitalize older commercial neighborhoods throughout the City of San Diego. By stimulating private investment and customer patronage, the SIP adds value to the local economy and enhances the community experience.

Projects are selected that provide the greatest positive impact to commercial districts in need of revitalization. The following factors are considered in evaluating impact:

- Current condition of the building/façade
- Complements the City's public improvement strategies
- Community need/demand for change
- Neighborhood code compliance issues
- Conformity to community design guidelines
- Creative value of the project

Participants in the program receive two benefits. Design assistance provided by the SIP consists of a brief meeting between the participant and a licensed architect to assess the building's exterior facade and discuss potential design improvements. The final result is a design concept sketch of the project. Bringing the design to life is the responsibility of the participant but if the project is completed and documented according the program procedures, an award of a portion of the construction costs can be awarded.

### ELIGIBILITY GUIDELINES

All applications are subject to review for eligibility. The SIP is open to small businesses (25 or fewer employees) located in the City of San Diego with a current Business Tax Certificate.

Program Exclusions: national franchises, large office buildings in excess of 80,000-square-feet, residential rental buildings (apartments), home-based businesses, structures not facing the public right-of-way, banks, government owned and occupied buildings, churches and other religious institutions. Also ineligible are properties that have received a SIP incentive within the last five years.

Applications must be submitted and confirmed received by the City before any work included under the scope of this program can begin.

Eligible Improvements: restoration, replacement or new applications of awnings, windows, doors, lighting, paint, landscaping, tile or other decorative material, and signs. Also eligible for award is removal of security bars and code compliance for signage violations. Completed projects must incorporate two or more eligible improvement elements. Only improvements made to the street-facing portion of the building are eligible. Improvements are not eligible if they are simply maintenance of the current façade.

The design parameters are:

- Respect for the original features of the building including the use of color and suitable materials
- Limiting additional signage by incorporating it into the building's design
- Use of suitable landscaping that will aid in the preservation of community scale and character

## INCENTIVE FORMULAS

### I. Standard Incentive

Selected applicants may receive one-half of the construction costs up to a maximum of \$8,000.

**For example:** if you spend \$16,000, you may receive \$8,000. But if you spend \$20,000, you still only may receive \$8,000.

### II. Multiple Tenant Property

Selected applicants may receive one-half of the construction costs up to a maximum of \$16,000.

- For properties with more than two street-facing small business tenants (25 or fewer employees).
- Requires program manager approval.

### III. Historic Incentive

Selected applicants may receive two-thirds of the construction costs up to a maximum of \$12,000.

- Historic documentation is required.
- Improvements must be consistent with the historical character of the property.
- Incentive may only be awarded once per lifetime of building.

### IV. Permit Assistance

Selected applicants may receive one-half of the permitting costs up to a maximum of \$5,000.

- This assistance is only available for projects that are approved for a standard, multiple tenant property, or historic incentive and is in addition those grant awards.
- Eligible expenses include technical drawing and permit costs.

\* \* \* Before continuing any further with the application, please contact the SIP Program at \* \* \*  
(619) 236-6460 to discuss the details of your potential project.

# SD Step I - Intake Application and Design Phase

## CONTACT INFORMATION

Applicant Type, check all that apply:

- Property Owner  Property Owner Representative  
 Sole Business Owner  Business Partner

Applicant/Primary Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_  Fax /  Mobile number: \_\_\_\_\_

Name of business that occupies the space: \_\_\_\_\_

Name of person or business entity that will be paying the project costs

(if different from the above): \_\_\_\_\_

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

## PROPERTY INFORMATION

- Property Type:  Two or less businesses with storefronts facing the street  
 More than two business tenants with separate storefronts facing the street

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

Property Owner\* Name as it appears on Deed/Title Documents: \_\_\_\_\_

\* Owner will be required to approve all designs and construction activities and materials.

Business Tax Certificate (license) Number: \_\_\_\_\_

New businesses can get this here: <https://www.sandiego.gov/treasurer/taxesfees/btax/btaxhow>

## WISH LIST AND ESTIMATED BUDGET

Please indicate what improvements you wish to make to the exterior of your building: (Minimum 2)

- |   |   |  |
|---|---|--|
| <input type="radio"/> Awnings                   | <input type="radio"/> Doors (replace/restore) | <input type="radio"/> Tile (replace/restore) |
| <input type="radio"/> Lighting                  | <input type="radio"/> Landscaping             | <input type="radio"/> Code Compliance        |
| <input type="radio"/> Paint                     | <input type="radio"/> Signs                   | <input type="radio"/> Other _____            |
| <input type="radio"/> Windows (replace/restore) | <input type="radio"/> Security bar removal    | _____  |

Historic restoration incentive: Are you interested in restoring your commercial property to its original design? \_\_\_\_\_

\* Please submit historical images as discussed with SIP Manager prior to application

Please prioritize your goals on this project:

1-VERY IMPORTANT    2-IMPORTANT    3-NOT IMPORTANT

- |                                    |  |
|------------------------------------|--|
| _____ Upgrade image                | _____ Help make neighborhood look better             |
| _____ Increase security            | _____ Watching budget when making improvements       |
| _____ Beautify storefront          | _____ Restoring the building's historic architecture |
| _____ Increase business visibility | _____ Other _____                                    |

What is your budget for the storefront (or street-facing façade) portion of this project? \_\_\_\_\_

Please list all financing source(s) and amount(s): \_\_\_\_\_

How did you learn about this program? \_\_\_\_\_

**REQUIREMENTS CHECKLIST ✓ (Intake)**

- Contacted the SIP Program Manager at (619) 236-6460 to review the potential project
- Made at least one copy of this application for your records
- Read Step II Application form and understand what will be required for final award

Include with Application:

- Two “before” images of the building, different views. You may email these to [agabriel@sandiego.gov](mailto:agabriel@sandiego.gov)
- \$250 Refundable Deposit \* - Make checks out payable to “City Treasurer”

\* Deposit is only refunded upon completion and approval of an accepted project

I CERTIFY THAT THE INFORMANTION I HAVE PROVIDED IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND THE PROJECT I AM APPLYING FOR MEETS THE ELIGIBILITY REQUIREMENTS LISTED IN THIS APPLICATION PACKAGE. I UNDERSTAND THAT THE CITY’S ACCEPTANCE OF THIS APPLICATION DOES NOT CONSTITUTE ANY OBLIGATION TO ANY APPLICANT AND DOES NOT GUARANTEE FUNDING. FAILURE TO REACH DESIGN AGREEMENT WILL RESULT IN DISCONTINUATION OF THE CITY’S PARTICIPATION IN THE PROJECT.

X \_\_\_\_\_

Print Name \_\_\_\_\_ Date: \_\_\_\_\_

Mail your Step I application package to:  
City of San Diego, Economic Development  
Storefront Improvement Program Intake  
1200 Third Avenue, 14th Floor  
San Diego, CA 92101

The City of San Diego is not responsible for items lost or destroyed in the mail/transit.

**CONFIRMATION** If you do not receive confirmation of this application, contact the SIP Program Manager at (619) 236-6460 or [agabriel@sandiego.gov](mailto:agabriel@sandiego.gov).

<b>For City Staff Use Only</b>	App#:	Received:
Site _____		<input type="checkbox"/> \$250 deposit received
CD: _____ CPA: _____		
Eligibility: <input type="checkbox"/> Less than 80,000 sqft	<input type="checkbox"/> Valid Business Tax Certificate	<input type="checkbox"/> 25 or fewer employees
Otherwise ineligible because: _____		
Incentive Category: <input type="checkbox"/> Standard	<input type="checkbox"/> Multiple Tenant Property	<input type="checkbox"/> Historic
Estimated design phase start date: _____	Architect: _____	
Other notes:		
Processed by: _____ date: _____		

# Step II - Certification of Compliance and Application for Award

## **\*\*After Construction\*\***

### HOW TO APPLY

1. **Read the Terms and Conditions** included in this application packet.
2. **Conceptual design** must be accepted by SIP manager before you fill out this application. Accepted designs will have the following qualities: created by a licensed architect; provides written recommendations for changes and materials; drawn in color; contains a recommended color scheme; labeled with the project address, the date, architect's name, and "City of San Diego Storefront Improvement Program"; and is signed "approved" by property and business owner.
3. **Complete** a qualifying product within one year of the Step I Application and subsequent design coordination. Completed projects must accurately reflect the accepted conceptual design and include two or more eligible improvement elements.
4. **Be aware that funds are issued on a first-come, first-served basis and may be depleted for the fiscal year at any time.** Unfunded projects will retain their "place in line" until the beginning of the next fiscal year on July 1.
6. **Read and sign** the Step II application form on pages five and six of this packet. Mail the completed forms along with proof of expenses (see expenses procedures on page 7) ~~and current IRS W-9 form~~ to:  
City of San Diego, Economic Development  
Storefront Improvement Program Incentives  
1200 Third Avenue, 14th Floor  
San Diego, CA 92101
7. **Keep a copy** of your completed application package (including receipts) for your records.
8. **An award check is generally mailed** within 6-8 weeks unless there are documentation errors or omissions, which may result in additional processing time.

**The City of San Diego reserves the right to verify accuracy of all application materials, design conformation, and participant eligibility prior to payment of award.** The City of San Diego is not responsible for items lost or destroyed in the mail/transit.

**Questions?** Call The City's Storefront Improvement Program at (619) 236-6460

### TERMS AND CONDITIONS

1. To be eligible for an incentive, I understand that: (a) the property must be located in the City of San Diego and must be occupied by a small business (25 or fewer employees); (b) business occupants must hold valid City of San Diego Business Tax Certificates; and (c) the storefront improvement project must qualify as described in the Step I Application, Eligibility Guidelines (incorporated herein by this reference). I understand I must complete an application for each project site. Initial \_\_\_\_\_
2. I understand the incentive offer is limited to applicants who successfully completed a Step I application which resulted in an accepted conceptual design. The project must be fully completed and accurately reflect the initial accepted design concept, including two or more eligible improvement elements. Photos of the final completed project must be submitted with this application. Initial \_\_\_\_\_
3. If a tenant of the subject property, I am responsible for obtaining the property owner's permission to participate in the program and complete the project for which I am applying for an incentive. Documentation of such permission is attached as part of this application. Otherwise, my signature on this application indicates I am the owner of the property. Initial \_\_\_\_\_
4. I agree to comply fully with all applicable Federal, State, and local laws, ordinances, codes, regulations, permits, and design guidelines. The City of San Diego does not assume liability for compliance with local, state, or national building code standards and conceptual design acceptance by the SIP manager does not create any liability whatsoever.. The City of San Diego will not issue any award if the subject property is in violation of any law, ordinance, codes, regulation, permit or design guideline. I assume responsibility for any costs arising from repairs or alterations caused by any violation of any law, ordinance, codes, regulation, permit or design guideline. Initial \_\_\_\_\_

5. I understand the program term is one year from design acceptance date. Funds are limited; grants are awarded on a first-come, first-served basis. **The program may be modified or discontinued without prior notice.** In the event that incentive amounts change during the program period, the design acceptance date will be used to determine incentive amount. Submission of an application does not constitute a guarantee of funding. Initial \_\_\_\_\_

6. I agree to comply with the City's Drug-Free Workplace requirements set forth in Council Policy 100-17, adopted by San Diego Resolution R-277952. Initial \_\_\_\_\_

7. I shall not discriminate against any employee or applicant for employment on any basis prohibited by law and shall provide equal opportunity in all employment practices. For applicable rules and forms see: <http://www.sandiego.gov/eoc/index.shtml>. Initial \_\_\_\_\_

8. I understand that this signed and dated Step II Certification of Compliance and Application for Award Form, completed Project Form and all appropriate Proof(s) of Expense(s), and other required documentation as referenced in this Application Package must be sent to The City's Storefront Improvement Program office to be considered eligible for payment of an award. An incomplete application will not be processed. Only improvements made to the street-facing portion of the building are eligible. Initial \_\_\_\_\_

9. I agree that the selection of qualifying materials, selection of contractors, subcontractors, and or installers, and purchase, installation and ownership/maintenance of the qualifying materials referenced in this application package are my sole responsibility. All contractors must be licensed in the State of California. All construction contracts will be between the participant and the contractor. The City of San Diego will not assume any liability for such agreements. The parties hereto agree and understand that this program does not create any type of contractual relationship between the City and the proposed participants, nor does it create any relationship between the City and the participant's subcontractors. Initial \_\_\_\_\_

10. I have completed a qualifying project and understand the project category and amount of my investment determines the award amount. It is the City of San Diego's sole and entire discretion as to whether a participant meets the requirements to qualify for an incentive award. An award will not be approved unless participant has submitted a Step I application and contacted the SIP manager **PRIOR** to undertaking construction on the project. I understand that I cannot receive an award for the same project more than once in a five-year period. Initial \_\_\_\_\_

11. I waive any and all claims against The City of San Diego and its respective elected officials, officers, employees, agents and representatives, arising out of activities conducted in connection with my application for any incentive(s) under the City of San Diego's Storefront Improvement Program. Without limiting the generality of the foregoing, the City of San Diego shall not be liable hereunder for any type of damages, whether direct, indirect, incidental, consequential, exemplary, reliance, punitive or special damages, including damages for loss of use regardless of the form of action, whether in contract, indemnity, warranty, strict liability or tort, including negligence of any kind. Initial \_\_\_\_\_

12. By accepting grant funds, I commit to properly maintain all improvements and to keep storefronts, as well as sides and back of buildings clean and free of graffiti for a minimum of five years at the my sole expense. Any damage to façade is to be repaired immediately by myself so that the building remains in good condition and positively contributes to the business area. On an ongoing basis, I will touch up painted areas and perform any other repairs needed to maintain building appearance including the cleaning of any awnings at least once a year. Initial \_\_\_\_\_

I HAVE READ, UNDERSTAND, AND AGREE TO THE TERMS AND CONDITIONS LISTED ABOVE. I CERTIFY THAT I HAVE AUTHORITY TO SIGN THIS APPLICATION ON BEHALF OF THE SIP PROJECT LOCATED AT:

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

X \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

## STOREFRONT IMPROVEMENT ELIGIBLE EXPENSES PROCEDURES

- Eligible Expenses include repair, replacement or new applications of awnings, windows, doors, lighting, paint, landscaping, tile or other decorative material, and signs. Also eligible for program inclusion is removal of security bars and code compliance for signage violations. Completed projects must incorporate two or more eligible improvement elements.
- Only expenses directly related to the realization of the initial accepted design concept on file with the Program Manager are eligible.
- All construction or installation must have been properly permitted and performed by a licensed contractor. Please provide the State Contractors' License number for all contractors. Applicants may verify current license numbers at the Contractors State License Board's website: [www.cslb.ca.gov](http://www.cslb.ca.gov)
- All contractors and service/materials suppliers must have a current City of San Diego Business Tax Certificate. Applicants may verify any tax certificate status at <http://apps.sandiego.gov/BusinessLookup/>
- Attach a copy of all pre-numbered checks and the invoices or receipt detailing the services/product for each expense. All invoices shall itemize the expenditures for which payment is requested. Statements alone are not acceptable but may be submitted in addition to the invoice or receipt.
- For items paid for with credit cards, include a copy of the receipt, credit card statement expense is billed on, and cleared check documentation for the credit card payment.
- Include bank statements, bank website printouts, or copies of check cancellation showing all checks as cleared.
- Submitted "after" photos must match original design plan. Photos may be emailed to [agabriel@sandiego.gov](mailto:agabriel@sandiego.gov)

## AWARD DESCRIPTION FORM

You may contact the SIP Manager for an electronic version of this form.

Complete and mail this Award Description Form with your evidence of expenses, and other required documentation. Please indicate if listed expenses represent more than the eligible façade improvement costs.

Project Address: \_\_\_\_\_

EXPENSE CATEGORY	CONTRACTOR NAME and LICENSE #	DESCRIPTION OF WORK <small>Business Tax Cert. verified?</small>	DATE	AMOUNT
Awnings		<input type="checkbox"/>		\$
Tile or other surface material		<input type="checkbox"/>		\$
Paint		<input type="checkbox"/>		\$
Windows		<input type="checkbox"/>		\$
Doors		<input type="checkbox"/>		\$
Signs		<input type="checkbox"/>		\$
Lighting		<input type="checkbox"/>		\$
Landscaping		<input type="checkbox"/>		\$
Other (as approved by Project Manager)		<input type="checkbox"/>		\$
Other (as approved by Project Manager)		<input type="checkbox"/>		\$
		<b>TOTAL ELIGIBLE EXPENSES (a)</b>		\$
	<b>INCENTIVE TYPE (check one)</b>			
	<input type="checkbox"/> Standard – one-half expenses up to \$8,000		(a) ÷ 2	
	<input type="checkbox"/> Multi-Tenant* – one-half expenses up to \$16,000		(a) ÷ 2	\$
	<input type="checkbox"/> Historic* – two-thirds expenses up to \$12,000		(a) x 2/3	
	<input type="checkbox"/> Permits* – one-half expenses up to \$5,000		(a) ÷ 2	
	<small>*requires SIP Manager pre-approval</small>			
		<b>AWARD AMOUNT</b>		\$

CHECK REMITANCE INFORMATION must match name and address in expenses documents.

Name of person or business entity to make payment to: \_\_\_\_\_

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

City: \_\_\_\_\_ Zip: \_\_\_\_\_

APPL #: \_\_\_\_\_



## CHECKLIST ✓(Award)

Before you mail us your Step II application, make sure you have done the following:

- .  Completed Step I Application
- .  Received conceptual design approval from Property Owner *and* SIP Manager
- .  Obtained a Business Tax Certificate from the City of San Diego  
<https://www.sandiego.gov/treasurer/taxesfees/btax/btaxhow>
- .  Verified all evidence of expenses.
- .  Verified all contractors' and service/materials suppliers' business tax certificate status.
- .  Made copies of all documentation for your own records.

### Include with Application

- Color photographs of the completed storefront improvements, two views. (You may email these to [agabriel@sandiego.gov](mailto:agabriel@sandiego.gov) )
- Signed Terms and Conditions pages
- Completed Award Description Form
- Proof of applicant's payment to contractor(s)
  - Invoices and/or receipts marked "paid in full"
  - Cancelled checks or bank statement
  - Credit card receipts
- Evidence of Property Owner's Approval

All documents including all drawings and items submitted in this application become the property of the City of San Diego. The City's ownership of these documents includes use of, reproduction or reuse of, and all incidental rights.

Incomplete applications will not be processed. All applications will be handled on a first-come, first-served basis until program funds are spent for the fiscal year. Submittal of an application does not guarantee funding.

I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS FOUND ON PAGES 5 - 6, WHICH ARE INCORPORATED HEREIN BY THIS REFERENCE. I CERTIFY THAT THE INFORMATION I HAVE PROVIDED IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND THE PROJECT FOR WHICH I AM REQUESTING AN AWARD MEETS THE REQUIREMENTS LISTED IN THIS APPLICATION PACKAGE.

X \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Mail your Step II application package to:  
City of San Diego, Economic Development  
Storefront Improvement Program Incentives  
1200 Third Avenue, 14th Floor  
San Diego, CA 92101