



DATE ISSUED: March 30, 2005 REPORT NO.: CCDC-05-15

ATTENTION Chair and Members of the Redevelopment Agency
Docket of April 5, 2005

SUBJECT: "Focus on Downtown" Facade Improvement Program - Authorization
of Expenditures – Centre City Redevelopment Project

REFERENCE: Program Guidelines
Program Summary Table

STAFF CONTACT: Jeff P. Zinner, Associate Project Manager

SUMMARY

Issue - Should the Redevelopment Agency authorize expenditures related to the *Focus on Downtown Facade Improvement Program* in accordance with program guidelines in an amount not to exceed \$350,000?

Staff Recommendation - That the Redevelopment Agency authorize expenditures related to the *Focus on Downtown Facade Improvement Program* in accordance with program guidelines in an amount not to exceed \$350,000.

Centre City Development Corporation Recommendation - On March 23, 2005, the Corporation Board of Directors voted unanimously in favor of staff's recommendation and directed staff to proceed to the Agency for further approval.

Other Recommendations - None

Fiscal Impact - Funds are budgeted in the FY 2005 Budget under area-wide public improvements. The requested action is to authorize the expenditure of funds.

BACKGROUND

The *Focus on Downtown Facade Improvement Program* advances the Visions and Goals of the Centre City Community Plan and the objectives of the Centre City Redevelopment Project by:

- Eliminating blight,
- Stimulating private investment, and
- Enhancing the visual aesthetics of Downtown

DISCUSSION

The *Focus on Downtown Facade Improvement Program* (the "Program") was created by Centre City Development Corporation ("CCDC") as part of an overall redevelopment program to improve the quality of life Downtown. The Program is designed to assist property and business owners in rehabilitating the commercial facades of their properties for the purpose of creating a positive visual impact, stimulating private investment, and complementing other community revitalization efforts. Participants are eligible to receive a rehabilitation rebate upon the completion of their project. In addition, participants are eligible for up to ten hours of free design assistance to help in planning their project. The program operates in coordination with the City of San Diego's Storefront Improvement Program (SIP) which is administered by the City's Office of Small Business. A copy of the program guidelines is attached for reference (Attachment A).

The requested action to authorize expenditures related to the *"Focus on Downtown" Facade Improvement Program* in an amount not to exceed \$350,000 is necessary due to the fact that funds from previous authorizations have nearly been fully expended or committed. The current request was anticipated in the FY 2005 Budget.

Program Status

To date, 45 projects have been completed through the *"Focus on Downtown" Program*. There are six others in the pipeline and several owners have expressed interest in the program. Participants have spent approximately \$1,270,155 on work related to facade improvements for the subject properties. The Agency has disbursed rebates totaling approximately \$261,218. These numbers conservatively reflect a private investment of nearly \$5.00 for every dollar rebated by the Agency. As many property owners complete facade improvement projects in conjunction with other improvements, the amount of private investment is likely to be much higher. A table listing the completed and active projects is attached (Attachment B).

SUMMARY/CONCLUSION

In summary, the *"Focus on Downtown" Facade Improvement Program* has been very successful. In the future, staff intends to increase the promotion of the program, review the maximum rebate amounts, and further coordinate with the City of San Diego to ensure that we continue to cooperate on the implementation of these projects.

Respectfully submitted,

Concurred by,

Jeff P. Zinner
Associate Project Manager

Peter J. Hall
President

Attachments:

Attachment A: Program Guidelines

Attachment B: Program Summary Table