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Title: CONSIDER RESOLUTION NO. 22-131, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, ESTABLISHING A CITYWIDE COMMERCIAL FAÇADE IMPROVEMENT PROGRAM, AND RESOLUTION NO. 22-132, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE FISCAL YEAR 2021-22 BUDGET IN THE AMOUNT OF \$1,000,000 (CITY COUNCIL)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Resolution No. 22-131, 2. Budget Resolution No. 22-132, 3. Carson Facade Improvement Program Guidelines

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, June 21, 2022

Consent

SUBJECT:

CONSIDER RESOLUTION NO. 22-131, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, ESTABLISHING A CITYWIDE COMMERCIAL FAÇADE IMPROVEMENT PROGRAM, AND RESOLUTION NO. 22-132, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE FISCAL YEAR 2021-22 BUDGET IN THE AMOUNT OF \$1,000,000 (CITY COUNCIL)

I. SUMMARY

The City of Carson Charter, Section 206, authorizes a comprehensive set of economic development incentives and programs to promote development given the unique environmental constraints in the City of Carson, to create jobs and to preserve the sound fiscal basis of the City. The City’s Charter powers include the authority to enter into agreements, and to loan, grant, fund, or finance projects which will provide public benefit and protect the public health, safety and welfare of the community, which programs may be carried out singly or in combination in a manner to promote the economic development objectives set forth in Section 206 of the Charter. Government Code Section 53083 authorizes the City to provide financial incentives to businesses to promote economic

activity, including the assistance with commercial revitalization.

This Citywide Façade Improvement Program (“Program”) establishes a variety of specific goals for commercial development of the City of Carson as part of a citywide economic development strategy. These goals frame the near term economic development objectives for the city during a period of tremendous transformation.

Entry corridors in Carson have historically lagged the progress recently made in the city’s core. Over the past 30 years, the City and former Redevelopment Agency have tried to incentivize development in the city through the creation of redevelopment project areas, with some success, but the overall vitality of the community was at a level that these were likely to see significant development activity only after the core “filled up” and other major projects were completed, such as the Former Cal Compact Landfill.

The focus of this program are commercial buildings and centers in the following areas: Avalon Boulevard, Main Street, Sepulveda Boulevard, Carson Street, and Figueroa Street. Other commercial properties will be considered if they are near major intersections.

The City Council authorized \$1,000,000 from the General Fund Reserve for the Façade Improvement Program at the March 15 meeting. A budget resolution to appropriate the funds is attached.

II. RECOMMENDATION

1. WAIVE further reading and APPROVE Resolution No. 22-131, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, ESTABLISHING A CITYWIDE COMMERCIAL FAÇADE IMPROVEMENT PROGRAM”; and
2. WAIVE further reading and Resolution No. 22-132, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE FISCAL YEAR 2021-22 BUDGET IN THE AMOUNT OF \$1,000,000;” and
3. AUTHORIZE the Mayor to execute the Resolutions.
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III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The proposed Program is designed to encourage improvement and investments that contribute to the overall revitalization effort in the city. The proposed Program features grants with no matching requirements of up to \$2,500 to finance all or a portion of a property owner or tenant's exterior improvements, and grants of up to \$25,000 with a dollar-for-dollar match from the applicant. The Program may feature complimentary design guidance for program participants, as well as an expedited design approval process.

Eligible uses of funds are for:

- Exterior Signs (installation of new or repair or replacement of legally installed and mounted signs; including neon or halo lit signs);
- Awnings, canopies, or sunshades (installation of new or repair or replacement of fixed metal or fabric awnings), which could include perpendicular wall-mounted castle banners (without signage);
- Painting or exterior surface treatment (stucco, tile, stone, or brick replacement or repair);
- Asphalt paving, replacement or repair of tiles or decorative pavers (not in the public right-of-way); sidewalk or courtyard repaving (not in the public right-of-way);
- Repair or replacement of masonry walls or footings;
- Outdoor lighting (installation of new exterior lighting fixtures; repair or replacement of existing exterior lighting fixtures);
- Installation, repair or replacement of decorative or security fencing;
- Replacement of plate glass windows; re-glazing of windows or change of window mullions with the approval of architectural application by the City;
- Installation or replacement of outdoor landscaping and fountains;
- Design and permit fees associated with the above eligible improvements.

Uses Not Eligible:

Funds may not be used for improvements that are not permanent or mounted or affixed to the building or the sidewalk. Ineligible uses include but are not limited to:

- Vinyl letter signage (windows);
- Portable signs, such as sandwich board or A-frame signs; signs not mounted or attached to storefronts, or “can signs” not allowed under the City’s sign ordinance;
- Flags or banners;
- Benches and trash receptacles;
- Tables, chairs, or umbrellas.

Eligible Applicants:

Property owners or business tenants located in Carson, with the priority being for locations on Avalon Boulevard, Main Street, Figueroa Street, Sepulveda Boulevard, and Carson Street. A business owner that is not the property owner must show evidence of the right to alter the property, or consent from the property owner. Other commercial properties will be considered if they are near major intersections.

Grant Amounts:

If the City provides all the project funding, the maximum grant shall be \$2,500. However, applicants are encouraged to match City funds: the maximum grant increases to \$25,000 if the applicant matches the City funds with a \$22,500 private contribution. The grant increases on a dollar-for-dollar basis over \$2,500, up to the \$25,000 cap. All grants are on a reimbursement basis with evidence of completeness of the project and payments to contractors and subcontractors required. Grants under \$25,000 are approved by the City Manager.

For owners of multi-tenant centers, the maximum grant is \$250,000 based on a total expenditure of no less than \$500,000. The requirements for center owners are:

- The development of a Signage Program for the center and the implementation of the replacement of all the individual tenant signs in the center. This includes installation of new or repair or replacement of legally installed and mounted signs; including neon or halo lit signs;
- Replacement of awnings, canopies, or sunshades (installation of new or repair or replacement of fixed metal or fabric awnings) if they are currently featured in the center;
- Painting or exterior surface treatment of the entire façade (stucco, tile, stone, or brick replacement or repair);
- Asphalt paving, replacement or repair of tiles or decorative pavers (not in the public right-of-way); sidewalk or courtyard repaving (not in the public right-of-way);
- Repair or replacement of masonry walls or footings;
- Outdoor lighting (installation of new exterior lighting fixtures; repair or replacement of existing exterior lighting fixtures);
- Installation, repair or replacement of decorative or security fencing;
- Replacement of plate glass windows; re-glazing of windows or change of window mullions with the approval of architectural application by the City;
- Installation or replacement of outdoor landscaping and fountains, particularly the replacement of decorative perimeter landscaping to drought-tolerant;

- Design and permit fees associated with the above eligible improvements.

Grants larger than \$25,000 will be subject to the requirements of Government Code Section 53083 which will require an Economic Development Agreement between the City and applicant to be approved at a noticed public hearing.

Process:

Applications are available in the City of Carson Community Development Department. The application asks for a narrative description of the project scope. The applicant is required to hire the contractor and is responsible for obtaining design approvals. The City may provide some assistance in scoping the project and will reimburse the applicant for work performed, based on submittal of evidence of work performed and paid.

Projects:

To show the impact of the Program, it needs to get to a rapid start preferably with one or two large projects. Staff is requesting the Council to provide direction to staff on the areas or specific properties that staff should target and start the discussions with the property owners.

V. FISCAL IMPACT

The City Council authorized \$1,000,000 from the General Fund Reserve for the Façade Improvement Program at the March 15 meeting. A budget resolution to appropriate the funds is attached.

VI. EXHIBITS

1. RESOLUTION NO. 22-131(pgs. 6-8)
2. RESOLUTION NO. 22-132 (pgs. 9-10)
3. Façade Improvement Program Guidelines (pgs. 11-20)

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Prepared by: John Raymond, Assistant City Manager