



AGENDA
SPECIAL CITY COUNCIL MEETING
TUESDAY, AUGUST 26th, 5:30 P. M.
SAN DIMAS COUNCIL CONFERENCE ROOM
245 E. BONITA AVE.

CITY COUNCIL:

Mayor Curtis W. Morris
Mayor Pro Tem John Ebner
Councilmember Emmett Badar
Councilmember Denis Bertone
Councilmember Jeff Templeman

1. CALL TO ORDER

2. ORAL COMMUNICATIONS

(For anyone wishing to address the City Council on an item on this agenda. Under the provisions of the Brown Act, the legislative body is prohibited from taking or engaging in discussion on any item not appearing on the posted agenda.)

a. Members of the Audience

3. STUDY SESSION

Review and consideration of opportunity for façade program and/or other related business improvements in the Bonita Corridor

4. ADJOURNMENT

To the regular City Council meeting August 26th, 2014 at 7:00 p.m.

AGENDA STAFF REPORTS: COPIES OF STAFF REPORTS AND/OR OTHER WRITTEN DOCUMENTATION PERTAINING TO THE ITEMS ON THE AGENDA ARE ON FILE IN THE OFFICE OF THE CITY CLERK AND ARE AVAILABLE FOR PUBLIC INSPECTION DURING THE HOURS OF 8:00 A.M. TO 5:00 P.M. MONDAY THROUGH FRIDAY. INFORMATION MAY BE OBTAINED BY CALLING (909) 394-6216. CITY COUNCIL MINUTES AND AGENDAS ARE ALSO AVAILABLE ON THE CITY'S HOME PAGE ON THE INTERNET: <http://cityofsandimas.com/minutes.cfm>.

POSTING STATEMENT: On August 22nd, 2014, A TRUE AND CORRECT COPY OF THIS AGENDA WAS POSTED ON THE BULLETIN BOARDS AT 245 EAST BONITA AVENUE (SAN DIMAS CITY HALL;); 145 NORTH WALNUT AVENUE (LOS ANGELES COUNTY PUBLIC LIBRARY, SAN DIMAS BRANCH); AND 300 EAST BONITA AVENUE (UNITED STATES POST OFFICE).



MEMORANDUM

DATE: August 26, 2014

TO: Mayor and City Council

FROM: Community Development Department

SUBJECT: Review and consideration of opportunity for façade program and/or other related business improvements in the Bonita Corridor.

On July 8, 2014 the City Council discussed various opportunities associated with facades and other possible improvements in the Downtown area. The council authorized Staff to go forward with a tree lighting project and requested Staff to bring back additional information on facades, boardwalk eating areas and related items of interest to downtown merchants.

On August 7, 2014 the staff hosted a meeting with Downtown merchants and property owners. Prior to that meeting Staff invited all of the owners and businesses to the meeting but also included a survey in the mailing for those who could not attend. About 15-20 attended the meeting and staff has received several e-mail responses to the mailing.

The primary foal of the outreach was to determine the types of improvements businesses and property owners might be interested in if there was an assistance program. That interest is summarized as follows (see Attachment #2 for additional detail):

1. Signs – new signs, monument signs in the right-of-way, larger signs, replacement signs or adding lighting on signs
2. Awning replacement or new awnings
3. Storefront replacement
4. Repainting
5. Rear entry upgrades
6. Outside eating area relocation to boardwalk
7. Façade changes
8. Lighting along building rooflines

For the most part, these ideas are conceptual and no plans or more detailed descriptions are available at the present time.

In addition, other ideas for public improvements were also suggested. These include:

1. Flags or banners on light poles (see Attachment #3)
2. Boardwalk replacement
3. Landscape replacement
4. Improved business visibility with directory signs

This latter list would be more appropriate as public projects, similar to the tree lighting, if the Council determines that any have merit to consider further. The boardwalk/landscaping matter has been deferred for several years already.

In evaluating opportunities for an appropriate 2014-15 Façade Program there are a number of factors that warrant consideration. Circumstances are not the same as when the prior program was developed. Important differences include:

- Redevelopment no longer available as a funding mechanism. The previous façade program used General Fund but was initially developed as a redevelopment project.
- Deteriorated conditions not as evident or widespread on the south side of Bonita Avenue.
- Prior façade project was based on a City developed plan and the goal was to secure participation from as many property owners as possible. The plan was the starting point for the project so the program was more readily defined from the onset.

Criteria/Purpose: Staff suggests that any new program should be limited to enhancements to the Downtown area rather than projects more properly viewed as deferred or routine maintenance. Some of the suggestions such as repainting and replacement signs or awnings seem to fit more in the latter category. The types of projects that seem more appropriate include historic storefront restoration, new or upgraded facades, outside eating areas, and rear entry upgrades (where used for customer access).

Design: Unlike the prior project there are no designs for any of the suggested projects. Each will require some type of review and some may not be appropriate if they do not meet the City's current standards. It may be appropriate to offer some level of design assistance – either by providing a City-approved designer or by offering a rebate on certain design costs. Some level of commitment should be required before assisting with designs.

Funding: Since General Fund is the source of funding Staff believes a different share relationship should be considered. Previously loans had a forgiveness component which effectively served as subsidy if payments were timely. The rebate was established with a 60% City/40% property owner relationship but now Staff is suggesting a 50/50 or even 60(property owner)/40 City relationship is more appropriate. In addition there should probably be a minimum amount (\$2500 ?) and a maximum (\$25,000 ?) but allow Council to approve a higher amount as an exception) amount set.

In the prior program there was no minimum but there was already a design in place and costs were generally known.

Property Owners/Business Owners: Loan assistance to a business owner who does not own the property is not sufficiently secure protection for the City's loan. Any project proposed by business owners in that situation would be limited to rebates unless the property owner was willing to secure the loan.

In consideration of the above factors Staff has prepared Attachment #1 as a Draft Façade Program.

It is difficult to project a potential budget for this program because none of the suggested projects have provided any cost information. The only references we have are knowing certain costs (i.e. awnings) from the prior façade projects and some costs for boardwalk eating areas from the RKA design/estimate. As a result there should be some type of an initial application time frame to assess and compare projects and determine an appropriate budget target.

RECOMMENDATION:

Council discussion and direction on the Draft 2014-15 Program and on a budget determination.

Attachments:

1. Draft 2014-15 Façade Program
2. Façade Related Interest Summary
3. Photos (flags and banners)
4. Downtown Façade Program (from 2012)

ATTACHMENT # 1

2014-15 FAÇADE PROGRAM - DRAFT

APPLICATION:

Interested business owners and/or property owners may file applications not later than _____, 2014 with the Community Development Department. After the initial closing applications will only be accepted if funds are available after all initial projects have been awarded.

AVAILABLE FUNDING:

\$_____ are available in the FY 2014-15 City Budget. Minimum funding shall be for a total project cost of \$2500. Maximum total project cost shall not exceed \$40,000.

DESIGN COSTS:

City will make design assistance available for any project and said costs shall be included in the total project cost. No design costs shall be incurred without prior City approval.

ELIGIBLE PROJECTS:

Historic storefront restoration, new or refurbished exterior building facades (includes awnings), new or refurbished rear entries where both customer access and parking are provided at the rear, new or relocated outside eating areas and other projects deemed appropriate as Bonita Corridor enhancements.

INELIGIBLE PROJECTS:

Signs (except as part of a façade renovation), routine or deferred maintenance and other projects not deemed as appropriate enhancements to the Bonita Corridor..

LOAN OPTION:

Up to 100% of design and construction costs not to exceed a maximum amount of \$40,000 (unless approved for a higher amount by City Council).

All loans to be secured by real property.

Low interest loan with monthly payments for a 10 year loan at 3% with forgiveness after 7 years if all payments are made on a timely basis.

REBATE OPTION:

Maximum rebate of 50%. Project must have prior approval of project and budget to be eligible.

PERMITS & FEES:

Waived.

FAÇADE RELATED INTEREST

Address	Business	Desired Improvement	Comments
125 W. Bonita	Cyndia Williams (owner)	Replace sign on east side of building; lighting?	
201 W. Bonita	San Dimas Hardware/ Craig Johnson (owner representative)	<ol style="list-style-type: none"> 1. Replace awnings; allow text 2. Larger sign on north side of building 3. Gooseneck lighting for signs 4. Light marquee sign in parkway 5. Replace boardwalk with stamped concrete 	Portions of this request may not comply with Sign Code.
165 W. Bonita	Anthony Anderson (tenant)	New wall sign	
W. Bonita	Pacific Railroad Society/David Housh (tenant)	New monument sign	This is on City property and should be addressed as part of rental/lease agreement.
229 W. Bonita	Karol Curtis (owner)	New larger wall sign	
168 W. Bonita	Beauty Salon & Barber/Leanne Otine (tenant) & John Rimpau (owner)	Restore historic storefront	
163 W. Bonita	QIP/Pat Myers (owner)	<ol style="list-style-type: none"> 1. Lights on trees & building rooflines 2. Flags/banners on light poles 3. Boardwalk restaurant seating 4. Landscape/hardscape changes 5. Improve business visibility – directory (signs?) 	

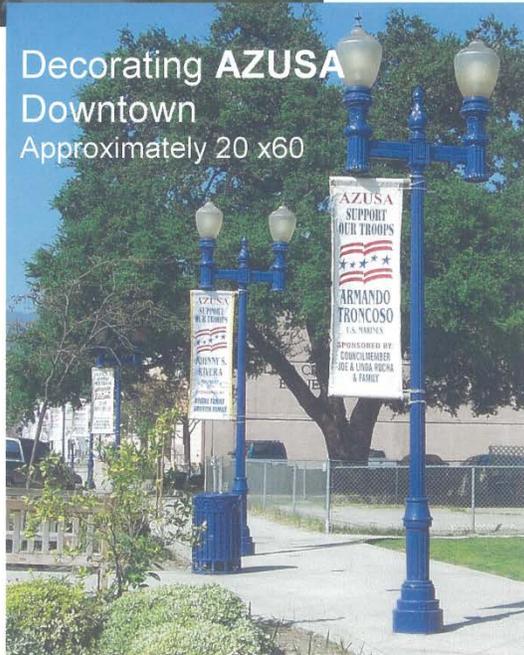
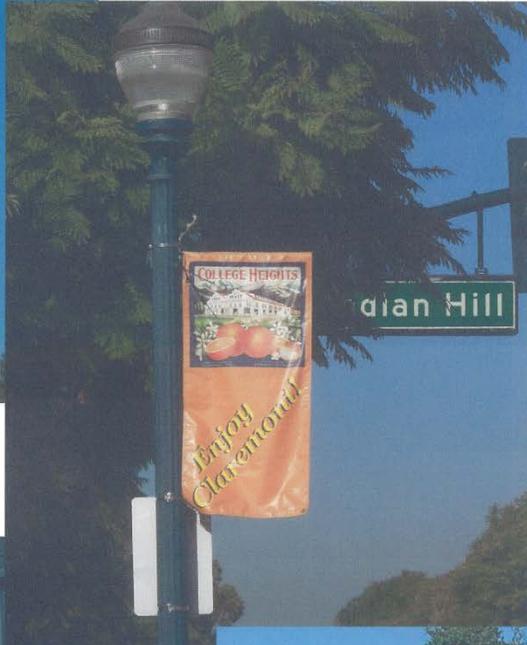
120 & 138 W. Bonita	Mercantile Building/Shari Nign (property manager/owner representative)	1. Color change/façade renovation 2. Signs & sign lighting 3. Outside eating areas 4. Rear entry upgrades 5. Update monument sign	
225, 233-35 W. Bonita	Wagon Wheel Square/Daniel & Kellee Flanders (owners)	1. Awning (225) 2. Façade renovation ideas (233-35)	
225 W. Bonita	Wine shop	1. Outside eating area	Not suggested directly by business but landlord indicated possible interest.
W. Bonita	Pozzettos/Jack (tenant)	1. Boardwalk eating area 2. Sign lighting 3. Rear entry upgrade & rear signing 4. Awning	
160 W. Bonita	Roadys (tenant)/John Rimpau (property owner)	1. Boardwalk eating area	Not suggested directly by business but landlord indicated possible interest.

NOTE: Odd numbered addresses (shaded) are north side of Bonita. Even numbered addresses are south side of Bonita.



Colorful CLAREMONT downtown
 2 types of flag holders
 Citrus label design uses 3 colors banners
 with 3 different labels 20"x40"
 Flags change about 4 times a year for the
 seasons and events

Flags stops above
 parking signs

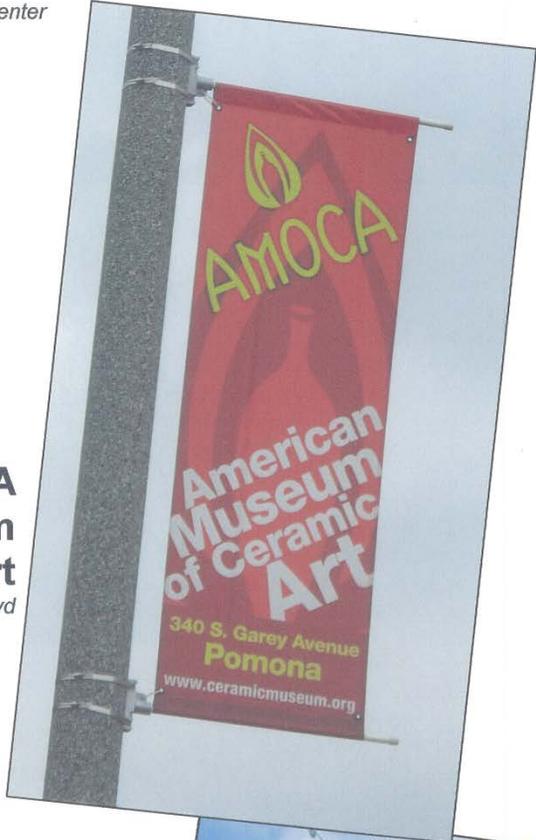


Decorating **AZUSA**
 Downtown
 Approximately 20 x60



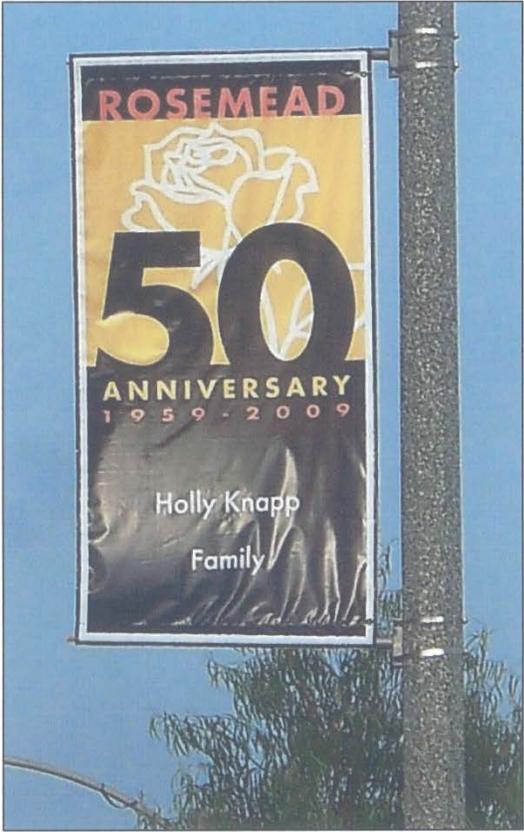
SHOP LA VERNE

With sponsors names
These are along Foothill
in front of Target Center



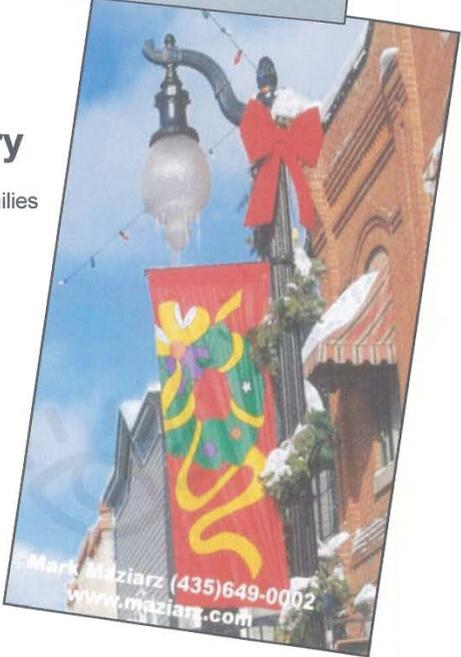
POMONA American Museum of Ceramic Art

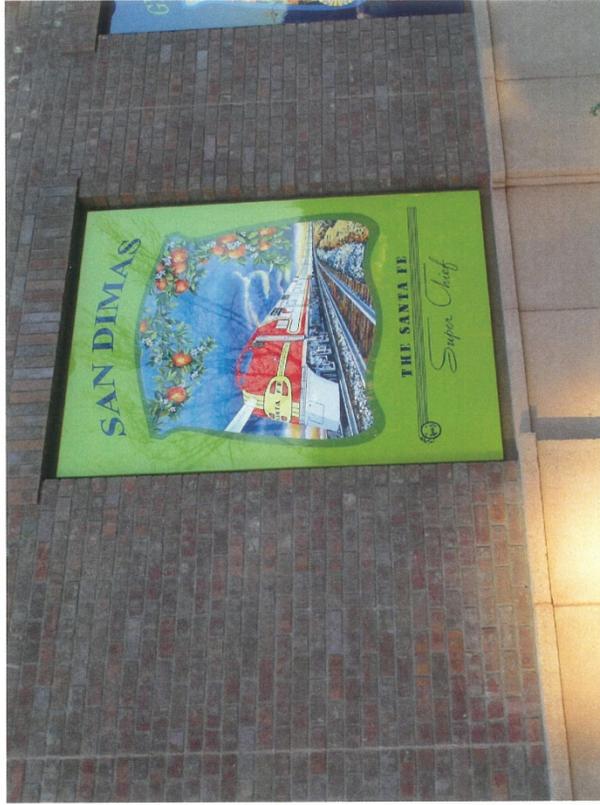
These are along Foothill Blvd



Rosemead 50th Anniversary

Sponsored by
Businesses and Families





SUGGESTED FOR WEST SIDE OF JOHNSTON BLDG FACING
PACIFIC RR MUSEUM.

ATTACHMENT # 4

DOWNTOWN FAÇADE PROGRAM

Participation:

Voluntary with initial focus on identified priority properties in first two years

Available Funding:

Redevelopment Agency (RDA) to provide funding as determined in budget for FY 2009-10 and 2010-11

Design Costs:

Paid by RDA up to \$7500 with pre-commitment letter from property owner to participate

Loan Options:

Maximum amount: Up to 100% of construction costs not to exceed \$50,000, unless larger amount approved by RDA*

Terms: Deferred – Full amount due and payable upon sale of property or after 10 years with 10% per year forgiveness if paid earlier than 10 years up to a maximum of 25%

No interest – Monthly payments (estimated \$416 for a 10 year loan of \$50,000 at 0%) with forgiveness after 7 years of any remaining amounts due if all payments timely

Low interest loan - Monthly payments (estimated \$483 for a 10 year loan of \$50,000 at 3%) with forgiveness after 5 years of any remaining amounts due if all payments timely

Duration: Up to a maximum of 10 years

Rebate Options:

60% rebate with no loan

Permits & Fees:

Waived

* Larger amount approvals may consider an RDA right of first refusal to purchase based on suitability for property as a land assembly opportunity