

Citrus Heights Economic Development Incentive Initiative
ECONOMIC DEVELOPMENT SUPPORT FUND – PART II
DESIGN ASSISTANCE GUIDELINES

INTRODUCTION

The City of Citrus Heights created the Design Assistance Program (Program) to assist business and property owners of existing commercial and office buildings redevelop property or enhance concepts for buildings located within the City.

The City's investment in this service is envisioned to lead to business also participating in a façade loan program, provided by a partner, to further its goal of supporting the revitalization of commercial properties and improving the economic vitality within the City.

The key features of the Program are:

- Participant will meet with staff and consultant onsite to discuss design concepts for the site.
- The consultant will prepare conceptual designs, budgets, reports, etc. to assist the applicant in developing a potential project.

This program is a subprogram to the Economic Development Support Fund. The primary purpose of the Economic Development Support Fund is to provide sponsorships and grants that promote the City of Citrus Heights' commerce and increase business activity to help do the following:

- Increase job base
- Increase tax base
- Attract new shoppers/expand trade zone
- Promote/market a specific commercial areas/City
- Create or enhance a sense of place
- Improve aesthetics of a commercial area
- Improve the perception and/or practice of City as business friendly

The Economic Development Support Fund receives an annual program allocation, established by City Council.

This document serves as guidance for staff to ensure that transactions are handled in a fair and uniform manner and to provide consistency in the daily operations of the Program. Periodically, this Policy will be updated to address any necessary changes.

I. GENERAL ELIGIBILITY REQUIREMENTS

A. ELIGIBLE PROJECT AREAS

The Design Assistance Program is available to commercially-zoned properties in the City of Citrus Heights.

B. ELIGIBLE APPLICANTS

1. An Applicant is defined in Section IV, Definitions. Eligible Applicants include the following:
 - a. All owners of small businesses/commercial properties within the Eligible Project Areas.
 - b. All tenants of commercial properties within the Eligible Project Areas, subject to submittal of written approval from the property owner.

C. INELIGIBLE APPLICANTS

1. Applicants that have previously received City funding for Design Guidance
2. Public Assembly Uses
3. Residential Uses, including Home-Based Businesses
4. Uses prohibited by the Zoning Code
5. Personal Services-Restricted as referenced in the Zoning Code, Liquor Stores, and Bar/Taverns as standalone uses. (These uses as part of a larger project may be eligible subject to Community and Economic Development Director approval)
6. Businesses that do not meet the definition of small business as defined by this document

D. ELIGIBLE/INELIGIBLE PROJECTS

1. Eligible Projects include, but are not limited to, the following:
 - a. Conceptual Architectural Improvements
 - b. Conceptual Sign Improvements
 - c. Conceptual Site Improvements
 - d. Conceptual Landscaping and Parking Improvements
2. Ineligible Projects, include, but are not limited to, the following:
 - a. Interior Design
 - b. Structural Design
 - c. Roofing Design
 - d. Other items as deemed inappropriate by the City

II. DESIGN ASSISTANCE PROGRAM DESCRIPTION

A. GENERAL

1. **Purpose and Goals:** The purpose of the Program is to promote joint public/private action and investment which will complement and enhance revitalization efforts in the City through developing design concepts for businesses interested in improving their properties. The Program also addresses the City's goals of promoting and assisting the

development of needed retail and commercial activities and undertaking beautification efforts to eliminate visual blight within the City.

2. **Eligibility:** In order to qualify for the Design Assistance Program, the Applicant(s) must meet all General Eligibility Requirements.
3. **Value of Design Assistance:** The Program shall allow for the payment of the costs for a City approved design consultant up to a maximum of \$10,000.
4. **Funding Availability:** All applications are to be reviewed on a first-come, first-serve basis and will be subject to available funding. The City reserves the right to designate how much funding is allocated annually. The City also reserves the right to cancel the Program at any time.

B. TERMS AND CONDITIONS

1. **Pre-Application:** After review of the Program's General Eligibility Requirements, the applicant will meet with City staff to discuss the desired work to be completed. If the proposed work is consistent with the General Eligibility Requirements as determined by City staff, a completed application will be submitted.
2. **Consultant Contract:** If the application is approved by the City, City staff will meet with the consultant and applicant to discuss ideas and concepts. The consultant will contract directly with the City for services not to exceed \$10,000. The scope of the contract shall be determined by the City. The applicant may enter into a separate contract with the consultant to provide additional services beyond the scope; however, the City shall not be responsible for any work performed beyond the City scope.
3. **Code Compliance:** The conceptual design shall comply with all applicable building code, land use and planning laws, design guidelines and rules and regulations of the City of Citrus Heights.
4. **Disbursement:** The applicant and/or the design consultant shall furnish the City with the completed conceptual design, report, or any other materials furnished by the consultant along with the invoice for the work. Upon receipt of the documents, City staff will confirm the provided information complies with the program requirements and verify the invoice. Within 10 days of receipt of the required invoice, staff will review the submitted documents and the City will disburse funds to the consultant and provide the submitted documents to the Applicant.
5. **Termination:** The City shall have the right to terminate the contract with the consultant in the event that the City determines their services are no longer necessary. Prior to the termination, the City shall provide written notice to the consultant specifying the reasons for termination.
6. **Ownership of Documents:** The originals of all reports and documents generated by the Program shall become the property of the City.

7. **Right to Refusal:** The Community and Economic Development Director shall have the right to refuse an application that appears to be a conflict of interest, conflict with city policy or other reason deemed appropriate by the director.

III. **NON-DISCRIMINATION POLICY**

The City shall not discriminate against any Applicant on the basis of race, color, religion, sex, sexual preference, marital status, ancestry, national origin, disability, pregnancy disability, medical condition, sexual orientation, gender, or transgender.

IV. **DEFINITIONS**

The following definitions shall apply to this document unless another meaning is clearly apparent from the context.

APPLICANT shall mean either an owner or tenant of commercial property in the City.

CITY shall mean the City of Citrus Heights.

COMMUNITY & ECONOMIC DEVELOPMENT DIRECTOR shall mean the Community & Economic Development Director for the City of Citrus Heights or their designee.

ELIGIBLE PROJECT AREAS shall mean those commercially-zoned properties located within the City of Citrus Heights.

PARTICIPANT shall mean the owner of commercial property within the Eligible Project Areas pursuant to Sacramento County records participating in the Design Assistance Program.

PROGRAM shall mean the Design Assistance Program.

PROJECT SITE shall mean the location where the eligible improvements are to be constructed.

TENANT shall mean a person who rents or is otherwise in lawful possession of commercial property within the Eligible Project Areas, which is owned by another.

SMALL BUSINESS shall mean one of the following:

1. Stand-alone properties less than 25,000 SF in Floor Area
2. Tenant spaces less than 10,000 SF in Floor Area
3. Shopping Centers with a cumulative floor area of less than 50,000 SF.

V. **DESIGN ASSISTANCE PROGRAM PROCEDURES**

A. **INITIAL APPLICATION**

1. Following the informal meeting with City staff, a Design Assistance Program application will be provided to Applicant.

2. Applicant completes and submits the City's application.
3. Following review of the application and verification of available funding, City staff will contact Applicant to discuss the procedures of the Program and to schedule an on-site meeting to discuss the goals of the proposed project.

B. CONSULTANT WORK

1. Following the on-site visit, staff will arrange a meeting between the applicant and the design consultant to discuss concepts. The City will enter into a contract with the consultant to provide the services in the scope of work, not to exceed \$10,000.
2. Consultant will prepare conceptual design, report, or other documentation and provide the City and the applicant with a copy.
3. The Consultant shall submit invoices/receipts for the City to Review

C. PAYMENT FOR SERVICES RENDERED

1. Staff will review invoices/receipts for consultant services rendered.
2. Within 10 days of confirming the accuracy of the invoices, staff shall distribute funds to the consultant.