

City of Burlingame

Broadway

Façade Improvement

Pilot Program

This guide is provided as a reference for Burlingame property owners and commercial businesses interested in applying for funding through the City of Burlingame Broadway Façade Improvement Pilot Program.

To apply, call the Economic Development Division at 650.558.7264, or visit the City's website at www.burlingame.org

Check with the City's Economic Development Division before proceeding with the completion of the packet to confirm that you are eligible. If determined eligible, please complete the packet and email to Joseph Sanfilippo at jsanfilippo@burlingame.org, or mail to:

City of Burlingame
Community Development Department
Economic Development Division
501 Primrose Road
Burlingame, CA 94010

Your application will be reviewed for completeness and eligibility. Please contact Joseph Sanfilippo at jsanfilippo@burlingame.org or 650.558.7264 if you have any questions regarding this program or the application process.



Program Guidelines

Overview

The City of Burlingame Broadway Façade Improvement Pilot Program is a pilot program for property owners and commercial tenants with businesses located in the Broadway Business District. Eligible property owners and commercial tenants can receive City funding assistance to undertake commercial façade improvements that will enhance the character of the shopping district. The program is funded by the City's General Fund. During the pilot program phase, only buildings fronting Broadway—whether vacant or occupied—are eligible for façade grants. Applications open on January 15th, 2020 and close on March 15th, 2020.

Program Goals

This program provides grants to rehabilitate eligible commercial buildings in order to encourage more shoppers and residents to visit the business district. This program provides a way for business owners to make their businesses more appealing to downtown visitors and shoppers.

Program Area

Although the City of Burlingame is dedicated to aiding businesses throughout Burlingame, the Broadway Business District is the initial program area during this pilot period. Properties fronting Broadway are eligible for the program.

Eligibility

- Eligible improvements include signs, awnings, exterior lighting and exterior painting.
- To be eligible for funding, the applicant must be a property owner or a business tenant who has secured the written consent of the property owner.
- Modifications to the building may subject the project to City planning or building requirements and to State, and/or Federal environmental and historical preservation requirements. Any permitting expenses and fees should be included in the budgeting section of the application.

NOTE: The program is for new façade improvement projects only. Projects in progress or already completed are not eligible.

Funding Available

The City has set aside up to \$50,000 for this program; approved projects will receive a maximum of \$10,000 in grant funding. There will be an initial two-month application period, reviewed on a first-come, first-serve basis. Should additional funds be available after the first round of grantees has been selected, additional applications shall be reviewed as they are submitted.

Program Process

APPLICATION PROCESS

1. Email jsanfilippo@burlingame.org to obtain an application, or visit the City website www.burlingame.org to download a copy of the application. Make sure to schedule an appointment with City staff to review program procedures by calling 650.558.7264 or emailing jsanfilippo@burlingame.org.
2. For the first meeting with City staff, please bring your completed application, site plan and schematics of your building, and any preliminary designs.
3. Following the meeting, the City may need to conduct an inspection to document the existing property conditions and record the scope of work.
4. The City will review the application and either approve or deny the grant proposal, or request additional information.

CONTRACT PHASE

1. To finalize the contract process, the City, the applicant, and the property owner shall review the design plans and funding amount one last time to ensure everyone is in agreement. Any work not approved by the City will not be covered by the grant. The tenant or property owner will only be reimbursed up to the agreed amount regardless of changes to the project.
2. The City and the applicant should make sure copies of all contracts match and are available for future review if needed.

REIMBURSEMENT PHASE

1. Once the repair and improvements are completed and signed off by City staff, the applicant has 45 days to submit the reimbursement documents to the City, including all paid invoices.
2. Prior to final reimbursement, the City will conduct an on-site inspection to confirm all improvements are complete.
3. At the end of the calendar year, the City will send a 1099 tax return to any grant recipients.

Contact Information

City of Burlingame
501 Primrose Road
Burlingame, CA 94010

Community Development

Phone: 650.558.7250
Fax: 650.696.3790

Economic Development

Phone: 650.558.7264
Fax: 650.696.3790
Email:
jsanfilippo@burlingame.org

Planning Division

Phone: 650.558.7250
Fax: 650.696.3790

Building Division

Phone: 650.558.7260
Fax: 650.696.7208

Engineering Division

Phone: 650.558.7230
Fax: 650.685.9310

Application Instructions and Checklist

Applicants should fill out the Application, Supporting Information, and Landlord Consent form, as applicable. If the tenant's lease agreement authorizes a tenant to make modifications to the exterior of the building without landlord confirmation needed, tenants may check the "in lieu of" box on the bottom of the Landlord Consent Form instead of including the landlord's signature.

In addition, all applicants should include a site plan that shows property lines, front and side elevations, and images of the proposed façade improvement. Preference will be given to property owners and business tenants who have not yet received this grant before.

Applications will be scored on six different criteria: goals and objectives, work plan, budget, community and economic benefit, application completeness, and demonstration of support or disagreement. Each of these categories is described in more detail below and on the following page.

CHECKLIST:

Please make sure to complete each segment of the application, and ensure that all information requested is included. Incomplete applications will not be considered, and applicants may receive a list of requested items. If you need clarification on what is needed to complete the application, you can contact the Economic Development Specialist at 650.558.7264.

Have you included:

- Application
- Supporting Information
- Landlord Consent Form
- Site Plan – showing property lines, front and side elevations, and images of the proposed façade improvement

Please see the following rubric for the application scoring criteria.

	Exemplary (3 points)	Adequate (2 points)	Poor (1 point)	Inadequate (0 points)	Score	Comments
Goals & Objectives	States clearly why they are seeking grant & how grant can improve their conditions and surrounding area.	States in general terms why they are seeking grant but could use clarification.	Goals and objectives are vague and need lots of clarification.	No details provided.		
Work Plan	Provides clear explanation about how they will implement building improvements. Explains how they can complete the grant program within specified term.	Provides a brief description of how they will implement building improvements but needs clarifications. A time frame is stated but no additional details are provided.	Provides vague explanation of how they plan to implement building improvements and not clear how they will complete the work.	No details provided.		
Budget	Provides an itemized cost breakdown, includes contacts for building contractors, and provides estimates and other documentation that support the costs stated.	Provides an itemized cost breakdown and summary of estimates with other documentation. Includes contacts for building contractors.	Provides a general summary of costs, contractor contact information is included, limited documentation that supports costs stated.	No cost analysis or itemized breakdown of costs provided, no contractor contact information or company information. No additional documentation to support costs stated.		
Community and Economic Benefit	Will significantly improve the aesthetics, feel, and value of both the subject building itself as well as neighboring buildings and surrounding area.	Will provide modest improvements to the aesthetics, feel, and value of both the subject building itself as well as nearby buildings and the surrounding area.	Will provide improvements to the aesthetics of the subject building, but negligible impact to nearby buildings and the surrounding area.	No details on how improvements will impact nearby buildings and surrounding area, or potential to have a negative impact on the surrounding area.		
Application Completeness	Application is thoroughly completed, provides full details of proposed project, and all needed documents are included.	Application is completed correctly but is missing a small number of needed documents.	Application is completed but has errors and/or is missing critical documents.	Application is not completed and/or has not provided documents.		
Demonstration of Support or Disagreement	Positive comments from neighbor tenants, property owners, and/or customers.	Mostly positive comments from tenants, property owners, and/or customers.	No comments of support or disagreements.	No support, and negative feedback only. Is there opposition?		
Total						

City of Burlingame

Business District Façade Improvement Program

Application

Prior to meeting with City staff, complete this application to the best of your knowledge.

Applicant Information

Business Name: _____

Business Address: _____

Applicant Name: _____

Applicant Mailing Address: _____

Applicant Telephone: _____

Applicant Email: _____

Are you the owner or tenant of the building? Owner Tenant

Note: If you are a tenant, you must obtain written consent from your landlord prior to starting any improvement projects. You are responsible for complying with any applicable terms of your lease. Please have your landlord complete the Landlord Consent Form and submit this with your application. Please review the criteria on page 1 to make sure you are eligible to apply.

Application Confirmation

I certify that all statements on this application are true and correct to the best of my knowledge. I understand that any intentional misstatements will be grounds for disqualification. I authorize City staff to access the property to be improved for the purpose of inspecting or obtaining information for the Business District Façade Improvement Program. I understand that this is a grant agreement with the City and that I will meet my obligations according to the plan agreed upon between the City and me. I further agree to comply with all City ordinances and the design requirements and recommendations of the Planning Division.

Tenant Signature

Date

City of Burlingame

Business District Façade Improvement Program

Supporting Information

Please attach a page (or pages) with responses to the following items:

1. Goals and Objectives

Please write a paragraph defining your goals and objectives. Your goals should include what improvements you want to make, how you believe your property will improve, and why you believe you are a good candidate for the grant. If you are a landlord with a vacant property, describe how the improvements can assist in attracting a tenant. If there is an existing tenant, describe how the improvement will benefit the business. Your objectives should include the actions you would take if you received a grant. Actions can include, but are not limited to, repair of awnings, repainting of the exterior, replacing window lighting with LED lighting products, and installation of new business signs.

2. Work Plan

Summarize in a paragraph how you plan to implement the building improvements, which contractor you plan to work with, and if they have worked on similar building improvement projects. Provide a detailed timeline for the project from setup to finish, and include images and blueprints of the proposed façade design.

3. Budget

Please include a spreadsheet or table that itemizes the costs of materials, supplies, and equipment that will be used to repair or modify the façade of your building. Please note that the grant will cover up to a maximum of \$10,000.

4. Community and Economic Benefit

Please write a paragraph or two that defines how your proposed project will contribute toward the community. Does your proposed project preserve or enhance the neighborhood identity or image; increase the chances of attracting a new tenant if your space is vacant or retain the business if occupied; or increase foot traffic to your business? Is the property distressed or dilapidated? You may list other benefits you see resulting from your project.

5. Demonstration of Support

In addition to providing information on your proposal, you can attach copies of letters of support for your proposed façade improvement project. Letters of support can come from property owners, neighbor tenants, and customers of the established business.

City of Burlingame

Business District Façade Improvement Program

Landlord Consent Form

Consent

I, the undersigned owner of the existing building located at _____ (address) certifies that _____ (business name) operates or intends to operate a business at this location. The undersigned agrees to permit the applicant and his/her contractors to implement improvements listed on the City of Burlingame Business District Façade Improvement Program. Application dated: _____.

The undersigned agrees to hold the City of Burlingame harmless for any charges, damages, claims, or liens arising out of the applicant's participation in the Business District Façade Improvement Program.

Signature

Date

- In lieu of landlord signature, see attached lease agreement that authorizes tenant to make modification to façade or building exterior.



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City of Burlingame

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