



Downtown Roseville Façade Improvement Rebate Program

The Downtown Roseville Façade Improvement Rebate (Façade Program) is a collaboration between the City of Roseville and the Downtown Roseville Partnership. The Façade Program assists in accomplishing several specific goals of the City of Roseville Downtown Specific Plan. These Include:

- Providing opportunities for owners and tenants to participate in the revitalization of their properties
- Strengthening retail and commercial amenities in Downtown Roseville
- Implementation of quality site design standards and elements in Downtown Roseville
- Ensuring projects that create a vibrant and dynamic Downtown

The Façade Program provides financial assistance to cover the cost of materials and City permit fees, in the form of a rebate, to property and business owners committed to enhancing the aesthetic of their buildings and overall appearance of Downtown Roseville. The Facade Program provides a minimum of \$1,000 and a maximum of \$10,000 per project.

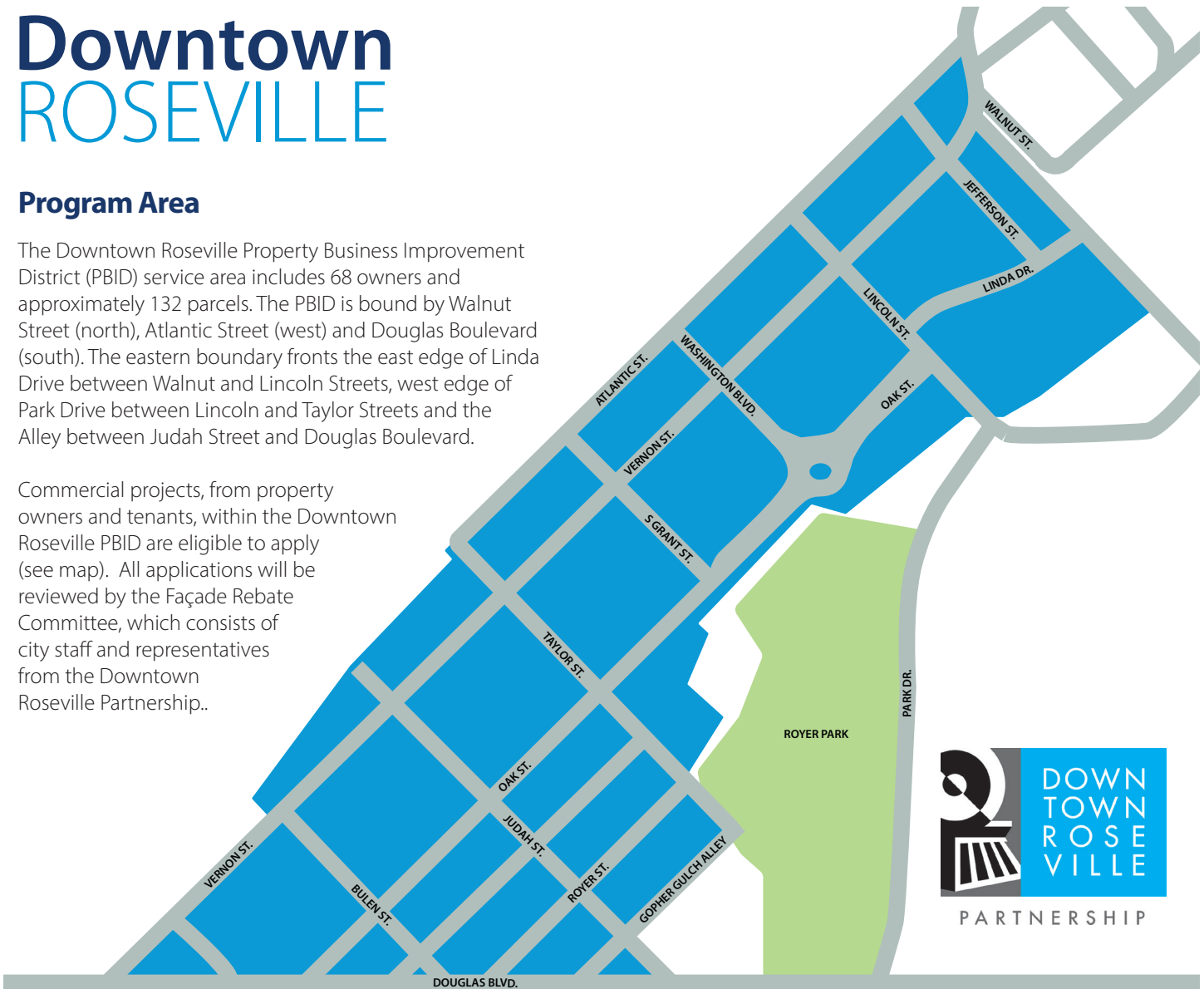


Downtown ROSEVILLE

Program Area

The Downtown Roseville Property Business Improvement District (PBID) service area includes 68 owners and approximately 132 parcels. The PBID is bound by Walnut Street (north), Atlantic Street (west) and Douglas Boulevard (south). The eastern boundary fronts the east edge of Linda Drive between Walnut and Lincoln Streets, west edge of Park Drive between Lincoln and Taylor Streets and the Alley between Judah Street and Douglas Boulevard.

Commercial projects, from property owners and tenants, within the Downtown Roseville PBID are eligible to apply (see map). All applications will be reviewed by the Façade Rebate Committee, which consists of city staff and representatives from the Downtown Roseville Partnership.





BEFORE



AFTER

Eligible Projects

The Façade Rebate Committee will accept applications from business and property owners located within the Downtown Roseville PBID boundary. To qualify for consideration, materials must be for the exterior of the building and add value to the location. The Façade Program provides a minimum of \$1,000 and a maximum of \$10,000 per project for:

- Up to \$1,000.00 towards the cost of City of Roseville permit fees

Qualifying materials including, but not limited to:

- Signs
- Awnings
- Windows/doors
- Paint
- Lighting
- Stucco
- Siding
- Tile
- Landscaping materials (e.g. fencing, planters, trees, bushes, pavers, etc.)

Ineligible Projects

- Construction, labor, or installation costs
- Design work
- Already completed projects
- Interior tenant improvement projects
- Business related equipment and supplies
- Residential properties

Application Process

Pre-application Meeting

Applicants are strongly encouraged to request a pre-application meeting with City staff to review the scope of work prior to having architectural drawings completed and/or prior to submitting an application. To request a preliminary meeting, please contact:

Robert Cline, City of Roseville
Economic Development Department
311 Vernon Street, Roseville, CA 95678
916.746.1172 • racline@roseville.ca.us

Depending on the proposed scope of work, additional staff from other departments may participate in the pre-application meeting from Building, Fire, Engineering and/or Planning.

Other Department Approvals

Most projects eligible for a Façade Rebate will also need to obtain a Planning Entitlement and Building Permit from the City's Development Services Department. It is recommended that submittal of plans to Planning Division and Building Division be completed prior to the Façade Rebate application.

Plans may be submitted during the review of the Façade Rebate application; however, submittal to the Planning Division and Building Division is at the risk of the applicant and any changes would need to be resubmitted to the Façade Rebate Committee for consideration.

All signs proposed as part of a Façade Rebate require review and approval of a Sign Permit.

Application Submittal

The applicant shall submit to the Economic Development Department:

- Completed Façade Improvement Rebate application;
- Color photographs of the exterior of the property;
- One draft copy of proposed elevations; and
- Preliminary budget of applicable design work, materials and estimated City permit fees.

The Façade Rebate Committee will review the information and determine if the proposed project meets program requirements, and if funding is available. Applications that are incomplete, inaccurate or illegible will be rejected. If the Committee determines that the initial information provided meets program criteria, the project will be tentatively approved.

Application Review and Deadlines

The City of Roseville and the Downtown Roseville Partnership budgets a specific amount for the Façade Program each fiscal cycle (July 1 to June 30). The Façade Rebate Committee will review applications as they are submitted.

Within 45 days after the application is submitted, the Façade Rebate Committee will send written confirmation of reserved funds for the proposed project. If the project does not qualify, the Committee will provide the reason in writing. If more applications are received than funds are available, priority will be given to projects located off of Vernon Street. Other remaining qualified projects will be reviewed in the next grant funding round.

Any committee member that submits an application must recuse themselves from the application review process.

Application Factors

The Façade Rebate Committee will select projects anticipated to provide the greatest public benefit to Downtown Roseville. To select and prioritize the Façade Rebate projects, the Façade Rebate Committee may consider whether the application meets the following factors:

- Complements City's Downtown Specific Plan strategies
- Coincides with City revitalization activities
- Creative value and impact of the project
- Current condition of the building/façade
- Location of property in the PBID area
- Investment amount from property owner and/or tenant (at least 25% of project cost)
- Feasibility of the project
- Timeframe for the project completion

Time Limits

Façade improvements shall be performed within 120 days of written approval by the City of Roseville Economic Development Department and the Downtown Roseville Partnership, unless a written extension is granted by the Façade Rebate Committee. If necessary, façade rebate extensions may be approved on a case-by-case basis and must be requested in writing to the Roseville Economic Development Department, 311 Vernon Street, Roseville, CA 95678.

Reimbursement Process

The Downtown Roseville Partnership will make payment of the rebate directly to the applicant upon completion of the project and submission of detailed supplier or vendor invoices and receipts. To receive payment, the applicant must submit and complete the following:

- Detailed receipts or invoices that match the project description and preliminary budget
- Copies of all City of Roseville permits that were pulled
- Color photos of the finished building
- A façade inspection by a member of the Façade Rebate Committee and City staff

If all obligations under the program procedures have been met, the Downtown Roseville Partnership shall issue the rebate within 45 days of the façade inspection.

