



City of Sebastopol Design Review Board Staff Report

Meeting Date: 11/16/2022

Agenda Item: 7C

To: Design Review Board

From: John Jay, Associate Planner

Subject: Façade Improvement Program – Rebate Application Review

Introduction:

The Façade Improvement Program provides a rebate for expenses incurred on new exterior property improvements made to commercial or industrial buildings within the City of Sebastopol. The rebate can be applied to long term exterior improvements such as painting, new signage, awnings, landscaping, exterior lighting, and local permit fees.

The City has recently revised the Façade Improvement Program. The new revisions include the following:

- Increase the City contribution to 75% up to \$2,500 (previously 50% up to \$2500).
- Applications will be batched and reviewed and approved by the Design Review Board on a quarterly basis.
- Property owners and/or tenant spaces can apply every three fiscal years.
- Projects currently in process are eligible to apply for the rebate.
- If a property is sold the new property owner has the option to maintain the improvements and not repay the city a prorated amount.

At the beginning of the new fiscal year, the board has a fund of \$20,000 to allocate to Façade Improvement applications.

Project Description:

The applicant would like to update the outside of the building by installing six concrete pots with drought and heat tolerant plants in them.

The total cost of the project is \$3,554.90 as noted within the application. The Façade Improvement Program designates either 75% of the total cost and not to exceed \$2,500. As proposed 75% of the cost of the project would be \$2,666.18 thus qualifying for the maximum amount of \$2,500

Analysis:

Should the façade improvement program request be approved the City would be allocating \$2,500 out of the remaining \$20,000 fund. This would leave \$2,500 remaining in the fund for the rest of the fiscal year.

Should the Board approve application the recipient will be provided signs advertising the FIP

on their building.

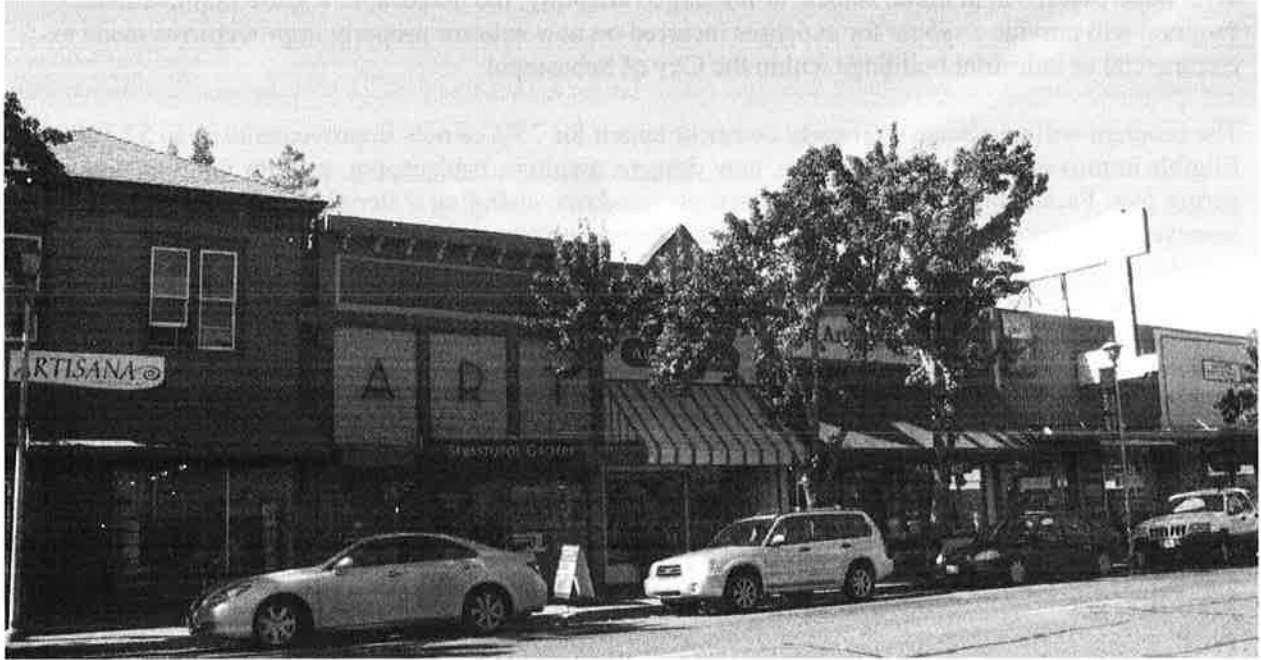
Recommendation:

Staff recommends that the Board review the application, provide feedback and guidance to the applicant, and approve the projects for the Façade Improvement Program as the Board sees fit.

Attachments:

Application

*City of Sebastopol
Façade Improvement Program*



*Planning Department
City Hall, 7120 Bodega Avenue
Sebastopol, CA 95472
707-823-6167
<http://ci.sebastopol.ca.us>*

*City of Sebastopol
Planning Department*

Silk Moon

CITY OF SEBASTOPOL
FAÇADE IMPROVEMENT REBATE PROGRAM

Dear Business/Building Owner:

The City of Sebastopol offers a program aimed at encouraging local businesses and property owners to improve commercial and industrial buildings. Upgrades, maintenance, and aesthetic enhancements will benefit the entire community and enhance the local economy.

With these objectives in mind, subject to funding availability, the Sebastopol Façade Improvement Program will provide a *rebate* for expenses incurred on new exterior property improvements made to commercial or industrial buildings within the City of Sebastopol.

The program will reimburse a property owner or tenant for 75% of new improvements up to \$2,500. Eligible improvements include painting, new signage, awnings, landscaping, exterior lighting, and local permit fees. Façade building improvements (new windows, changing materials, etc.) are also eligible; however, note that larger changes may require Design Review approval as well.

The objective of the Façade Improvement Program is to provide an incentive to property owners and/or tenants to enhance the physical appearance of buildings and landscapes. This public/private partnership investment is intended to leverage private capital with public funds for greater community economic benefit.

To apply for the program a building owner or tenant, with the owner's approval, should fill out the attached application and include bid estimates for the proposed improvement(s). The Planning Department then reviews the submitted application for completeness and batches them to be reviewed on a quarterly basis by the Design Review Board for approval. Deadlines for applications for Fiscal Year 2021-2022 are:

- January 18, 2022
- April 19, 2022

It is anticipated that the Board will hear the Façade Improvement Submittals on Feb 16, 2022 (Jan applications) and May 4 (April applications).

Note, funding is limited based on the adopted City Budget. Funding may be entirely allotted in early rounds.

Applications are required to be submitted a minimum of two (2) weeks before the scheduled Design Review Board Meeting. If an application is submitted after the quarterly deadline it may be pushed to the following meeting.

For approved projects, work must be done by June 30, 2021, and requests for reimbursement must be made in the same Fiscal Year as when the project was approved, no later than July 1, 2021.

If you would like to apply for or discuss the program in more detail, please contact Kari Svanstrom, Planning Director at (707) 823-6167 or ksvanstrom@cityofsebastopol.org.

Sincerely,

Kari Svanstrom
Planning Director

APPLICATION FORM

1. Applicant Name: Silk Moon Contact Person: Andrea Caron

Phone # 7078244310 E-Mail: andreaatzsapphire@gmail.com

Business Name: Silk Moon DBA: _____

Web site: Silkmoon.com www.silkmoon.org

Property Address: 195 N. Main St 95472

Mailing Address: 195 N. Main St City: Sebastopol Zip: 95472

Total Building Sq. Ft: 4000 Building Street Frontage: _____ Parcel # _____

Are you the: Owner/Occupant Tenant Expiration of Lease: _____

Please check one: Proprietorship Partnership Corporation

2. Type of Business or Businesses in Building: Retail

3. Project Description: Pots and Plants

6 concrete pot, drought and heat-resistant plants

4. Estimated Costs:

Category	Bid Costs
A. Painting	\$ _____
B. Signage	\$ _____
C. Awnings	\$ _____
D. Landscaping and Irrigation	\$ <u>3,554.90</u>
E. Exterior Lighting	\$ _____
F. City Permit Fees	\$ _____
G. Other (Attach separate complete list of all proposed improvements and breakdown of bid costs)	\$ _____

Total Estimated Cost \$ 3,554.90

CITY OF SEBASTOPOL
FAÇADE IMPROVEMENT REBATE PROGRAM

5. City permits required for the improvement:

- Design Review approval
- Encroachment Permit
- Building Permit
- Other Permits Calltrans Encroachment permit
- No permits required

If permits are required, please indicate status of applications or approvals: _____

6. Estimated Date of Façade Project Completion: December 1st, 2022

Prior to submitting please verify that the following items have been filled out and provided:

- 1. Copies of signed bids for all improvements Provided
- 2. Applicable, Architectural, Landscape, Sign, plans Provided
- 3. Awning design (if applicable) Provided Not Applicable
- 4. Color and material samples for paint, awnings, signs, etc. Provided Not Applicable
- 5. Copy of Sebastopol Business License Provided
- 6. Copies of any permits obtained Provided - To be provided
- 7. Application Form, signed and dated Provided
- 8. Terms and Conditions Form, signed and dated Provided
- 9. Maintenance Agreement Form, signed and dated Provided
- 10. Indemnification Agreement Form, signed and dated Provided

NOTE: IMPROVEMENTS COMPLETED PRIOR TO APPROVAL ARE INELIGIBLE

Name of Applicant: Andrea Caron

Signature: Andrea Caron Date: 10/6/22

Name of Building Owner if different from Applicant:
Odd Fellows
(Print name) (Phone number) (Email address)

Property Owner signature: Joni Wooley Date: 10/6/22

CITY OF SEBASTOPOL
FAÇADE IMPROVEMENT REBATE PROGRAM

- Trading one type of service/job for another, rather than paying to have the service/job performed (i.e. no “bartering”)
- Project costs paid for by CASH. (Must be paid for by check, credit card, or other approved, documented method)
- Seismic work
- Property improvements for a building sold within three (3) years.
- A property and/or an individual tenant space is not eligible for this program more than once in a three-year (3) period.
- Owners of more than one (1) eligible property in the City are not eligible for more than two (2) grants per Fiscal year.

VI. Application Approval Process

- The Planning Department shall receive, review, and batch applications to be reviewed and acted on by the Design Review Board.
- The Design Review Board will review and approve all applications at quarterly meetings. It is anticipated that the Board will hear the applications at their November 4, 2020, February 3, 2021, and May 5, 2021 meetings.
- Applications are required to be submitted a minimum of two (2) weeks before the scheduled meeting in order to be placed on the agenda.
- The project may be denied without cause, due to such events as, lack of funds or a change in the scope or priority of the program or other program factors determined by the Planning Department, City Manager, or Design Review Board.
- The City reserves the right to cancel the program at any time.

VII. Display of Rebate Program Sign

Applicant *may be* required to display a Façade Improvement Rebate Program sign, from the date of rebate approval until the date of rebate funding.

VIII. Property Maintenance Agreement

The applicant must sign and submit the “*Façade Improvement Rebate Program Property Maintenance Agreement*” which states that the property must remain in good and attractive condition for a minimum term of three (3) years. It shall be the responsibility of the owner/lessee to inform subsequent owner(s)/lessee(s) of the provisions of this agreement.

IX. Sale of Property within 3 years of Rebate Funding

In the event the property is sold within three (3) years of the rebate funding, the building owner, whether they are the original applicant or not, agrees either to maintain the approved improvements or agrees to repay the City a prorated amount equal to the proportion of the remaining three (3) years, rounded to the nearest year. Example, if the building is sold two (2) years after the rebate, the repayment amount would be 1/3 of the original rebate funding; alternatively, if the improvements remain in effect for a three-year period, then repayment is not required.

X. Accomplishment of Work

The applicant agrees to all improvements specified in the application and the Planning Department’s recommendations and/or stipulations that work will conform to City standards. Under certain submittals applicant plans may be subject to design review or other requirements.

Applicant shall carry out the design, construction, and operation of the Project in substantial conformity with all applicable laws, ordinances, statutes, codes, rules, regulations, orders, and decrees of the United States, the State of California, the County of Sonoma, the City, or any other political subdivision in which the property is located, and of any other political subdivision, City, or instrumentality exercising jurisdiction over the City, the Applicant or the Property, including all applicable federal, state, and local occupation, safety and health laws, rules, regulations and standards, applicable state and labor standards,

TERMS AND CONDITIONS

I. Purpose

To encourage rehabilitation of commercial business fronts in designated target areas through the improvement of new signage, painting, landscaping, new facades, and more.

II. Eligible Improvements

- Landscaping and irrigation
- Painting
- New signage and awnings
- Exterior lighting
- Parking lot improvements
- New Facades
- In addition, Planning, Building and Public Works permit fees are eligible (i.e. Design Review Board, Building and encroachment permit fees)

III. Program Benefit

Cash rebate for 75% of the work, not to exceed \$2,500 for eligible improvements.

IV. Project Requirements

- Project location must be within the City of Sebastopol in a commercial or industrial zoning district.
- Building to be improved must be commercial or industrial in use, as determined by the Planning Department.
- Evidence of a current Sebastopol Business License is required.
- Evidence of property owner approval for the improvements shall be provided.
- Complete rebate application, including estimated costs, must be submitted and approved by the Planning Department *prior* to commencement of work.
- Evidence of any required Caltrans or City permits will be required for *all* applicable improvements *prior* to issuance of any rebate.
- All project improvements shall comply with current Sebastopol City codes and ordinances.
- All project costs must be documented and include invoice.
- Requests for reimbursements must be submitted to the City no later than June 1 of the same Fiscal Year that the project was approved, unless otherwise specified by the Planning Department.
- Contractors must be properly licensed.
- Applicant must provide evidence of liability and Workers Compensation Insurance.
- Contractor(s) and subcontractor(s) must comply with all laws and regulations pertaining to wages.

V. Exclusions

- Property with illegal sign(s). Applicant must remove illegal sign(s) prior to receiving the rebate.
- Project improvements that are started, but not completed.
- New construction projects.
- Buildings termed as high or medium seismic risks or having other serious code violations with no plans to correct deficiencies within a reasonable time frame.
- Interior improvements
- Improvements not clearly visible from street frontage.
- Exterior improvements not approved by the Planning Department.
- Improvements without proper and clearly defined documentation. (i.e. City Permits)

PROPERTY MAINTENANCE AGREEMENT

The undersigned Andrea Caron ("Applicant") proposes to undertake certain building exterior renovation and/or landscaping improvement work on commercial or industrial property located at 195 n Main st (Property Address) in the City of Sebastopol, California.

This agreement is conditional upon Participant's receiving a Rebate from the City. By executing this agreement and accepting the Rebate from the City, the Participant promises to maintain the Property in good attractive condition for the term of this agreement, as specified below, as follows:

1. The appearance of the building exterior shall not be allowed to deteriorate due to such reasons as chipped or cracked paint.
2. Awnings shall be kept in good condition, safely secured, fully intact, clean and free from tears or tattered edges.
3. Landscaping on the grounds of the Property shall be kept in proper condition by watering and gardening work.
4. The Property shall be maintained in compliance with applicable building and zoning regulations of the City of Sebastopol.

In the event the Participant fails to maintain the Property in good and attractive condition as stated above within a three (3) year period commencing on the date the rebate is paid, and further fails to correct such defective maintenance within 60 days after receiving notice from a representative of the City of Sebastopol to do so, the Participant agrees to repay the City a prorated amount of the Rebate, and the Participant shall be liable to the City for such amount. The prorated amount shall be equal to the remaining three (3) year period.

This agreement shall be binding upon the owner/lessee and its successors, to said property for a period of three (3) years from and after the date of completion and approval of the improvements provided herein. It shall be the responsibility of the owner/lessee to inform subsequent owner(s)/lessee(s) of the provisions of this agreement. In the event the property is sold within three (3) years of the improvements, the owner agrees to repay the rebate back to the City in the form of a prorated amount of the remaining three (3) year period and the owner shall be liable to the City for such amount.

Name of Applicant: Andrea Caron
(Please Print)

Signature: Andrea Caron Date: 10/5/22

Name of Building Owner If Different from Applicant:

Odd Fellows
(Please Print) *(Phone Number)* *(Email Address)*

Property Owner signature: John Wolson Date: 10/5/22

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prevailing wage requirements, the City zoning and development standards, City permits and approvals, building, plumbing, mechanical and electrical codes, as they apply to the Property and Project, and all other provisions of the City and its Municipal Code (as they apply to the Property and the Project), and all applicable disabled and handicap access requirements, including, without the limitation, the Americans With Disability Act, 42 U.S.C. § 12101 *et seq.*, Government Code § 4450 *et seq.*, and the Unruh Civil Rights Act, Civil Code § 51 *et seq.*

Supporting documentation may include an architectural rendering (depending upon the extent of the proposed improvements), landscape and irrigation plans, sign plans, paint chips and types of materials to be used and color schemes.

A deadline for the completion of all agreed-upon improvements will be determined at the Rebate Planning Department meeting and conveyed to the applicant in writing after application approval. If the improvements have not been completed by the deadline, the file may be closed, and the applicant may have to reapply for the program with written substantiation as to why they were unable to meet the deadline.

Upon completion of all agreed upon improvements, applicant MUST submit copies of cancelled checks (both sides), paid invoices/receipts, permit copies, proper prevailing wage documentation and a description of completed work and costs involved.

XI. Inspection of Project

Before, during and after improvements are being made, the City of Sebastopol or its designee shall have the right to inspect all work authorized under this program. No rebate check shall be issued until all improvements have been completed to the satisfaction of the inspectors, and the appropriate documentation have been received, reviewed and processed accordingly.

Name of Applicant: Andrea Caron
(Please Print)
Signature: Andrea Caron Date: 10/6/22
Name of Building Owner If Different from Applicant: Odd Fellows
(Please Print)
Signature: John Woolny Date: 10/6/22

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards and commissions from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or the adoption of the environmental document which may accompany it or otherwise arises out of or in connection with the City's action on this application. This indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the City's action on this application, whether or not there is concurrent passive or active negligence on the part of the City.

If, for any reason any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect.

Andrew Caen _____ 10/5/22
Applicant Signature *Date*

NOTE: The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

Total project cost for planters and plants for Silk Moon

\$2,564.81 for planters

\$ 990.09 for plants and labor

TOTAL PROJECT COST \$3,554.90

Requesting \$2,500 in façade improvement funds

See attached estimates

Estimate for Planters for Silk Moon for Facade Improvement Program

10/7/2022 10:39 AM
Store: 1

Sales Receipt #HELD

Copy



Absolute Statuary & Fountains, Inc.
2227 Gravenstein Hwy S.
Sebastopol, CA 95472
TEL 707.823.5039 FAX 707.823.3718
www.absolutehomeandgarden.com

Bill To:

laura 7073228696 Hagar
7475 Poplar Dr
Forestville, Ca 95436

Cashier: randy

Description	Qty	Price	Ext Price
7328 urban pot Silkmoon	5	\$439.00	\$2,195.00 T
		Subtotal:	\$2,195.00
Local Sales Tax	8.875 % Tax:		+\$194.81
	Shipping:		+\$175.00
RECEIPT TOTAL:			\$2,564.81

Silkmoon

ALL SALES ARE FINAL. No refunds. If you are not satisfied with your purchase you have 14 days from the original purchase date for store credit or exchanges only. Absolute is not liable for any damages due to customer mishandling items after the item has left Absolute's property. Clearance and graveyard items are "as-is" and have a no return/exchange policy.



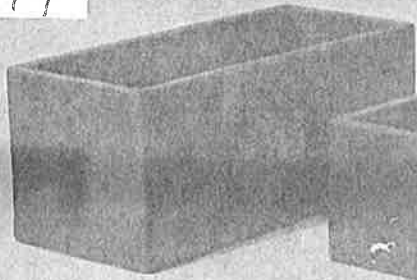
HELD

Lynda and Randy Rufenacht
2227 Gravenstein Hwy S
Sebastopol CA 95472-4855

Lynda Rufenacht 10/10/22
Absolute Home & Garden

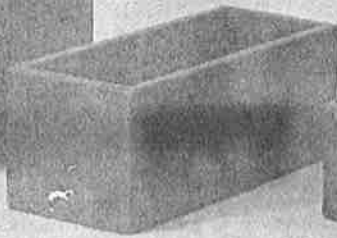
Urban Planters

219



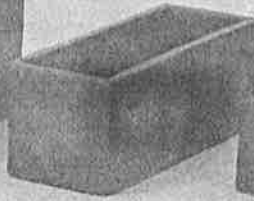
7320
14"H 31.5"L 14"D

169



7321
11"H 27.5"L 11"D

109



7322
9"H 24"L 9"D

Espresso

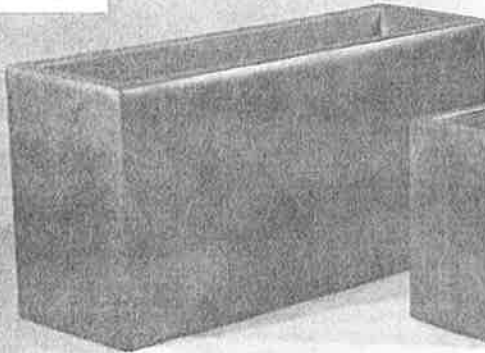
79



7323
7"H 22"L 6.5"D

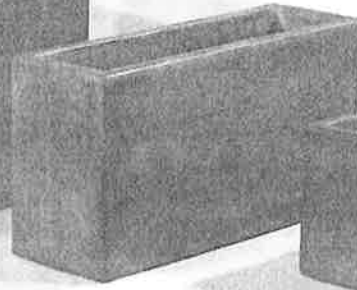
Urban Planters
- Rectangular

439



7328
20"H 40"L 13"D

279



7329
16"H 32"L 10"D

Espresso

209



7330
12"H 23.5"L 8"D

Espresso



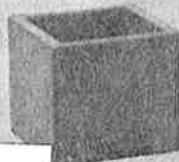
7317L 16"H 16"W

169

Urban Planters
- Square

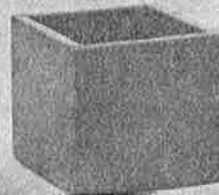
Espresso

7319
9"H 9.5"W



79

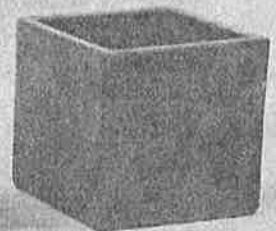
7318
11.5"H 12"W



109

139

7317
14"H 14.5"W



Bill Schmitt
 9485 Wollington Cir
 Windsor, CA 95492

571741

CUSTOMER'S ORDER NO. 707-322-8896 DEPARTMENT Dressers DATE 8/14/22
 NAME Laura Hagar Bush
 ADDRESS
 CITY, STATE, ZIP Hogalaura@gmail.com
 SOLD BY CASH C.O.D. CHARGE ON ACCT. MADE P.O. PAID OUT

QUANTITY	DESCRIPTION	PRICE	AMOUNT
1	Calibrachoa Mix color	5.95	35 70
2	Carrot evergold	2.95	47 70
3	Lysimachia goldilocks	5.95	35 70
4	Isotoma Glowing violet	5.95	35 70
5	12 Nemesis Mix color	5.95	71 40
6	Scilla skate pink	5.95	35 70
7	Sedum port & peach	6.95	41 70
8	Sedum white charms	8.95	53 70
9	Polargonium sadards	7.95	47 70
10	7 potting soil	16.49	115 43
* 11	4 HRs Labor picking up & plant	35	390 —
12			W 960 43
13			TOT 79 66
14	* Correction on labor fees.		990 09
15			
16	* estimate only prices may change.		
17			
18	plant variety may change and price.		

RECEIVED BY

Bill Scholl
 9485 Wellington Cir
 Windsor, CA 95492

371741

CUSTOMER'S ORDER NO. 707-322-8696	DEPARTMENT Dressers	DATE 8/14/22				
NAME Laura Hagar Rush						
ADDRESS						
CITY, STATE, ZIP HagaLaura@gmail.com						
SOLD BY	CASH	C.O.D.	CHARGE	ON. ACCT.	MDSE. RETD.	PAID OUT

QUANTITY	DESCRIPTION	PRICE	AMOUNT
1	Calibrachoa Mix Color Calibrachoa Mix Color	5.95	35 70
2	Carex Evergold Carex Evergold	7.95	47 70
3	Lysimachia Goldilocks Creeping Jenny Lysimachia Goldilocks Creeping Jenny	5.95	35 70
4	Isotoma Glowing Violet Isotoma Glowing Violet	5.95	35 70
5	Nemesia Mix Color Nemesia Mix Color	5.95	71 40
6	Scaevola Scale Pink Scaevola Scale Pink	5.95	35 70
7	Sedum Pork & Beans Sedum Pork & Beans	6.95	41 70
8	Sedum Chick Charms Sedum Chick Charms	8.95	53 70
9	Pelargonium Sidoides Pelargonium Sidoides	7.95	47 70
10	7 potting soil	16.49	115 43
11	4 HRs Labor picking up & planting	35	140 —
12			660 43
13		Tax	46 18
14			706 61
15			
16			
17			
18			

plant variety may change and price.

RECEIVED BY

SEBASTOPOL, CA 95472-3448

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TAXABLE PERSONAL PROPERTY AT THE ABOVE LOCATION. THIS PERMIT IS VALID ONLY AT THE ABOVE ADDRESS.

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED AND IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS OR LEASE OUT OF A BUSINESS IN THE CITY OF SEBASTOPOL YOU WILL BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

Not valid at any other address

For general tax questions, please call our Information Center at 800-400-7115.

THIS DOCUMENT HAS A TRUE WATERMARK AND VISIBLE FIBERS DISCERNIBLE FROM BOTH SIDES

ST10007
LICENSE NUMBER

BUSINESS LICENSE CERTIFICATE

Business No. **1526**
Business Class. **GENERAL LICENSE**
OWNER(S) **ANDREA CARON**

EXPIRATION
12/31/2021

BUSINESS **195 N MAIN ST**
LOCATION **SEBASTOPOL, CA 95472-3448**

Disclaimer: The applicant/owner is responsible for registering, obtaining and maintaining. If permit coverage is needed for 2022 compliance. If you need permit coverage, the City of Sebastopol will issue a Provisional Business License pending approval of an owner. The issuance of Business License Certificate does not constitute confirmation of proper NPDES permitting.

BUS NAME **SILK MOON**
ATTN:
MAILING **195 N MAIN ST**
ADDRESS **SEBASTOPOL, CA 95472-3448**




POST IN CONSPICUOUS PLACE

THIS DOCUMENT IS ALTERATION PROTECTED AND REFLECTS FLUORESCENT FIBERS UNDER UV LIGHT

Paid \$ 139.00

2
[Signature]
AUTHORIZED REPRESENTATIVE



Silk Moon

Clothing Shoes
Jewelry



