



DOWNTOWN FAÇADE IMPROVEMENT PROGRAM

ENHANCE YOUR STOREFRONT!



Program Guidelines

Informational Meeting
September 3, 2025

Application Period
August 20 - October 2, 2025

Application Deadline
October 2, 2025

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SECTION I – OVERVIEW OF PROGRAM

A. Purpose, Goal, and Objective of Program

The purpose of the Downtown Façade Improvement Program (Program) is to provide financial assistance in the form of a matching grant to commercial property and/or business owners to make façade improvements to commercial buildings located in the Downtown Core of Patterson.

The Program also supports Recommendation 3 of the Downtown Master Plan which calls for creating incentives to encourage the renovation and reuse of existing commercial buildings in the downtown area.

The Goal of the Program is to:

- Facilitate commercial revitalization;
- Stimulate private investment in downtown;
- Enhance the appearance of the streetscape;
- Generate shopping and a pleasant walking environment by improving the visual aesthetics of commercial building facades;
- Reduce vacancies in the downtown area;

B. Funding

Funding for this Program was appropriated by the Patterson City Council and is available through a competitive grant process. The total amount of funds available for this program is \$100,000.

C. Grant Matching Assistance

Funding assistance is available to eligible commercial property and/or business owners who meet the requirements in Section II. Two types of grants are available through the Program:

1. Storefront Improvement Grant

This grant provides funding for up to 50% of eligible construction costs for façade improvements, with a maximum award of \$20,000. Applicants are required to contribute at least 50% of the total project cost. Please refer to the *Sample Assistance Scenarios* table on page 4 for examples of how the City's matching contribution is calculated based on total project costs.

2. Sign/Awning Grant

This grant provides funding for up to 50% of the cost to install a new sign or awning, with a maximum award of \$2,000. Applicants are required to contribute at least 50% of the total project cost. Please refer to the *Sample Assistance Scenarios* table on page 4 for examples of how the City's matching contribution is calculated based on total project costs.

| SAMPLE ASSISTANCE SCENARIOS | | | |
|-------------------------------------|-----------|-----------|-----------|
| Storefront Improvement Grant | | | |
| | Example 1 | Example 2 | Example 3 |
| Total Project Budget | \$40,000 | \$60,000 | \$30,000 |
| Applicant Contribution | \$20,000 | \$40,000 | \$15,000 |
| City Matching Grant Award | \$20,000 | \$20,000 | \$15,000 |
| Sign/Awning Grant | | | |
| | Example 1 | Example 2 | Example 3 |
| Total Project Budget | \$4,000 | \$5,000 | \$2,000 |
| Applicant Contribution | \$2,000 | \$3,000 | \$1,000 |
| City Matching Grant Award | \$2,000 | \$2,000 | \$1,000 |

D. Contact Information

For more information about this program or to schedule a meeting with city staff to discuss your project, please email downtowngrants@pattersonca.gov. Please review the entire Program packet prior to requesting additional information.

SECTION II –ELIGIBILITY REQUIREMENTS

A. Eligible and Ineligible Projects

1. Eligible Projects:
 - a. Exterior refinishing
 - b. Sign renovation or replacement
 - c. Wall repairs and repainting
 - d. Window replacement or modification
 - e. Door replacement or modification
 - f. Handicap accessibility modifications
 - g. Addition of ornamental/decorative architectural features
 - h. Awnings or exterior lighting
 - i. Landscaping
 - j. Other improvements that increase the attractiveness of the building
2. Ineligible projects include:
 - a. Interior repairs not integral to the exterior façade
 - b. New building construction
 - c. Purchase of property or equipment
 - d. Online and home-based businesses
 - e. Businesses with outstanding code enforcement or fire violations, or those with past-due utility bills.
 - f. Projects that were started, are in progress, or completed prior to the grant award.

B. Applicant Eligibility Requirements

1. The grant applicant must be either the current property owner(s) or the current business owner(s) leasing a storefront within Patterson’s Downtown Core.
 - a. Business owner(s) that are not the property owner(s) must have the property owners’ signed approval for proposed projects.
2. For sign and awning projects, the tenant must have at least two years remaining on their lease at the location of the proposed project and/or have an option to renew for at least two years.
3. Each property may be awarded only one Downtown Façade Improvement Program grant in five (5) years.
4. The project applicant must have no outstanding property taxes, fees, judgments, or liens with the City of Patterson and no outstanding code violations.
5. If the applicant is the business owner, a City of Patterson Business License is required.

C. Project Requirements

1. Business must be located in the downtown area within the Downtown Core (see Attachment A for a map of eligible areas)
2. Storefront must be visible from the street.
3. Contractors/Professionals

- a. All project plans and designs must be prepared by a licensed design professional or engineer registered in the State of California.
 - b. Construction work must be performed by a contractor holding a valid California State Contractor's License appropriate for the scope of work.
 - c. Sign projects must be fabricated and installed by a professional sign maker or sign contractor with appropriate qualifications and/or licensing.
4. All proposed projects are required to obtain proper permits and approvals through the City's Building, Fire Prevention, and/or Planning Divisions.

SECTION III – GRANT CONDITIONS

A. General Conditions

1. Each approved Façade Improvement applicant will be required to sign a contract with the City to the effect that the applicant will abide by and understand the conditions of the Façade Improvement Project.
2. All approved grantees must have or establish a working email address that can receive attachments. Email will be the method of communication for the duration of the project.
3. The City reserves the right to require changes to the project design to preserve and beautify commercial properties and improve visual aesthetics in the downtown area.
4. All approved projects are required to comply with all state, county, and city-related permitting requirements.
5. Completed projects must remain in place and unaltered for five (5) years from the date the improvements are completed.
6. Before and after pictures will be required for grantee reimbursement requests. Before pictures must be submitted with your application. After pictures will be required at the closeout of the project. All photos submitted as part of the application and closeout process become the property of the City and may be used for marketing, promotional, or program-related purposes.
7. Storefront Improvement projects must be completed within twelve (12) months of the date the grant was approved. Sign/Awning projects must be completed within six (6) months of the date the grant was approved. If the project extends beyond the scheduled completion date, prior staff approval is required.
8. Participants in the program are responsible for ensuring that the improvements comply with applicable laws and regulations.

B. Payments/Reimbursements

1. Grant proceeds are to be used for labor and materials directly related to the façade construction. Tools may not be purchased with grant funds, but tool rental is allowable. Funds cannot be used for routine maintenance.
2. No grant funds will be paid in advance of work being completed. Disbursement of grant funds will be done on a reimbursement basis upon the submission of invoices and proof of payment, and subject to approval of those invoices and proof of payment by city staff.
 - a. Grantees unable to properly account for expenses in relation to the work completed will not receive reimbursement.
3. Only expenses incurred or payments made prior to the execution of the grant agreement will not be eligible for reimbursement.

4. Invoices for reimbursement must be emailed to downtowngrants@pattersonca.gov with proof of payment for all services being requested.
5. Grantees may submit invoices for reimbursement no more than twice per calendar month.

C. Extenuating Circumstances

If a business or property owner is unable to meet all of the grant requirements or conditions due to an extenuating circumstance, the City Manager has the right to waive certain clauses. To be considered for an extenuating circumstance waiver, an applicant must:

1. Send a letter via email to: downtowngrants@pattersonca.gov, with the following information:
 - a. Subject: DFIP Extenuating Circumstance Waiver
 - b. Property Address
 - c. Contact information (address, email, and phone number)
 - d. Whether you are the property or business owner of the property
 - e. Explanation as to which requirements or conditions you cannot meet and why you are unable to meet them
2. City Manager will review your request and respond, in writing via email, with his/her decision. Decision by the City Manager to waive grant requirements or conditions is final and cannot be appealed.

SECTION IV – GRANT PROCESS

A. Informational Meeting

1. An informational meeting will be held to review the Program grant criteria, application process, and answer any questions from prospective applicants. Attendance is strongly encouraged for those interested in applying, as it will provide valuable guidance on eligibility requirements, funding priorities, and documentation needed for a complete application.
2. Meeting details
 - a. Date: September 3, 2025
 - b. Time: 9:00 AM
 - c. Location: Patterson Council Chambers, 1 Plaza, Patterson, CA 95363

B. Application

1. Property and/or business owners must submit a completed application with the required attachments to:
 - i. Electronically: downtowngrants@pattersonca.gov, subject: “Downtown Façade Improvement Program Application”.
 - ii. In Person: City of Patterson, 1 Plaza, Patterson, CA 95363, Attn: Downtown Façade Improvement Program
2. Applications will be accepted from August 20, 2025, through October 2, 2025.
3. Application Rejection
 - i. The City reserves the right to reject any and all applications in the event the City identifies a potential conflict of interest or the appearance of a conflict of interest.
 - ii. Submission of an application in no way obligates the City to award a grant, and the City reserves the right to reject any and all applications, wholly or in part, at any time, without penalty.

C. Review Criteria

Project applications will be evaluated on how well each of the following program criteria is met:

| Criteria | Possible Points |
|---|-----------------|
| Alignment with Program Goals: How well the project supports the program’s goals of revitalizing downtown, improving visual aesthetics, and stimulating private investment. | 30 |

| | |
|--|-----|
| Visual and Aesthetic Impact: Degree to which the improvements enhance the building's appearance and contribute positively to the downtown streetscape. | 20 |
| Readiness and Feasibility: Evidence of a realistic and achievable plan, including a proposed project timeline. | 15 |
| Property/Business Eligibility and Condition: Eligibility of the property or business and the extent to which the improvements address physical deterioration or building vacancy. | 15 |
| Long-Term Impact: Project's potential to support ongoing economic activity, attract customers, and reduce downtown vacancies. | 10 |
| Completeness and Clarity of Application: Quality, accuracy, and thoroughness of submitted materials, including photos, budget, and project description. | 10 |
| Total | 100 |
| Bonus: Applicants who contribute more than the required 50% match may receive up to 10 bonus points. | |

D. Approval and Notification

Applicants will be notified of their funding approval or denial via the email address provided in their application, within 60 days after the application period closes.

E. Project Meeting

Upon grant approval, grantees will meet with representatives from the city to:

1. Review the application, discuss the scope of work, determine a timeline, and review the remaining process for the grant.
2. Review the entitlement and building permit processes and answer any questions the grantee may have.
3. Receive the agreement for grantee review and signature.

F. Planning Approval

If planning approval is required, the applicant is responsible for submitting project plans prepared by a licensed design professional through the Planning Department.

G. Building Permit Approval

If a Building Permit is required, the applicant is responsible for submitting plans that meet all code requirements through the Building Division.

H. Begin Project

After receiving all required approvals and permits the applicant shall complete the improvements within twelve (12) months for Storefront Improvements and six (6) months for Sign/Awning projects. If the project extends beyond the scheduled completion date, prior staff approval is required.

ATTACHMENT A: PROGRAM ELIGIBILITY AREA (BASED ON THE DOWNTOWN MASTER PLAN AREA MAP)

