

# DOWNTOWN FAÇADE IMPROVEMENT PROGRAM



**Informational  
Meeting**



# PROGRAM OVERVIEW

## Goal

- Encourage renovation or reuse of existing commercial buildings.
- Downtown revitalization
- Private investment
- Enhance appearance
- Reduce vacancies
- Improve environment

## Matching Assistance

- Storefront Improvement
  - 50%
  - Maximum award \$20,000
- Sign/Awning
  - 50%
  - Maximum award \$2,000

# SAMPLE ASSISTANCE SCENARIOS

Storefront Improvement (max: \$20,000)			
	Example 1	Example 2	Example 3
Total Project Budget	\$40,000	\$60,000	\$30,000
Applicant Contribution	\$20,000	\$40,000	\$15,000
City Match	\$20,000	\$20,000	\$15,000

Sign/Awning (max: \$2,000)			
	Example 1	Example 2	Example 3
Total Project Budget	\$4,000	\$5,000	\$2,000
Applicant Contribution	\$2,000	\$3,000	\$1,000
City Match	\$2,000	\$2,000	\$1,000

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# PROJECT ELIGIBILITY

## Eligible

Increases the attractiveness of the building exterior

- Exterior refinishing
- Sign renovation/replacement
- Wall repairs/repainting
- Window or door replacement/modification
- Handicap accessibility modifications
- Ornamental/decorative architectural
- Awnings or exterior lighting
- Landscaping

## Ineligible

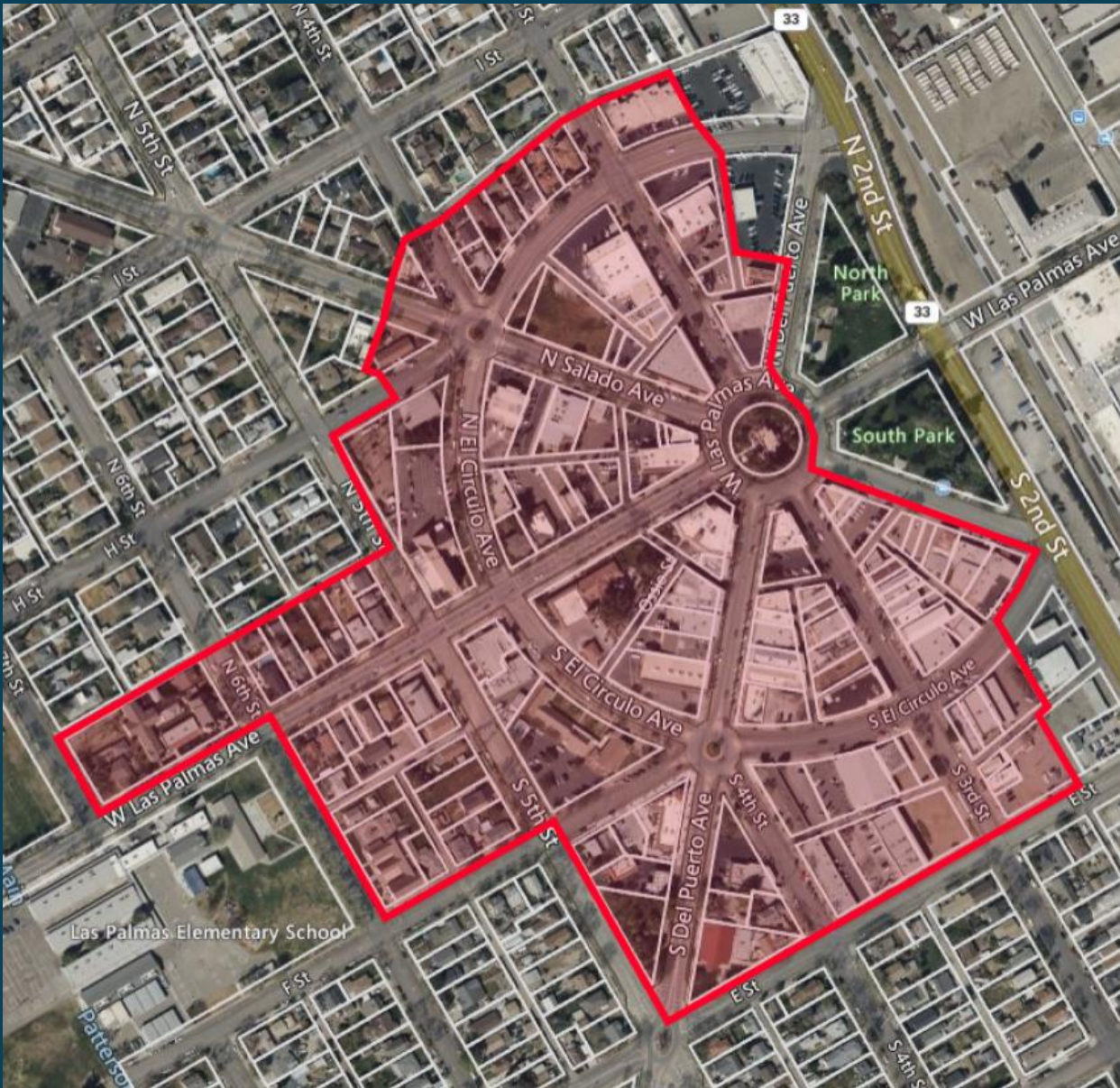
- Interior repairs (not integral to exterior façade)
  - New building construction
  - Purchase of property/equipment
  - Online and/or home-based
  - Completed or in progress projects
  - Businesses with:
    - Outstanding code enforcement violations
    - Outstanding fire violations
    - Past-due utility bills
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# APPLICANT ELIGIBILITY

- Property or business owner within downtown core.
- Business owners must have:
  - Property owners signed approval for the project
  - Active City of Patterson business license
- No outstanding property taxes, fees, judgments, or liens with the city.
- Sign/Awning projects: must have two (2) years remaining on your lease or have an option to renew for at least two (2) years.





# PROJECT REQUIREMENTS



Located within the Downtown Core



Visible from the street



**Contractors/  
Professionals:**

Licensed design professional/engineer  
Valid State Contractor's License  
Professional sign maker



Obtain proper permits & approvals



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# GENERAL CONDITIONS

Selected applicants will sign a contract with the City.

Must have a working email address that can receive attachments.

City reserves the right to require changes to the project design.

Comply with all applicable laws and regulations.

Complete projects – unaltered for 5 years from completion.

Before & after pictures are required and can be used by the city.

Storefront projects: completed within 12 months of grant approval.

Sign/Awning projects: completed within 6 months of grant approval.

Payments are made on a reimbursable basis.

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# Application

- **Deadline: October 2, 2025**
- Submission:
  - Electronic:  
downtowngrants@pattersonca.gov
  - In Person: City of Patterson, 1 Plaza
- City rights:
  - Reject any and all applications
  - Submission does not obligate the city to award a grant

# Review Criteria

Criteria	Possible Points
Alignment with Program Goals	30
Visual and Aesthetic Impact	20
Readiness & Feasibility	15
Property/Business Eligibility & Condition	15
Long-Term Impact	10
Completeness & Clarity of Application	10
<b>Total</b>	<b>100</b>

Bonus: 10 points for >50% contribution

# AWARD

- Notification – within 60 days
- Project Meeting
  - Review scope of work and timeline
  - Review entitlement & building permit process
  - Answer questions
  - Submit the signed agreement
- Planning approval
- Building permit approval
- Begin project (12-month & 6-month timeline)
- Payments:
  - Reimbursement basis
    - Invoices & proof of payment
  - No more than twice/calendar month
  - No: tools (tool rental ok) or routine maintenance



[downtowngrants@pattersonca.gov](mailto:downtowngrants@pattersonca.gov)

Questions

Correspondence

Submittals

Extenuating Circumstances