

TO: Honorable Mayor and City Council Members  
Attn. Laura C. Kuhn, City Manager

FROM: Emily Cantu, Director of Housing Services  
(Staff Contact: Daniel Huerta, (707) 449-5664)

**SUBJECT: APPROVAL OF MODIFIED DOWNTOWN SIGNAGE GRANT PROGRAM**

**DISCUSSION:**

In 2008, the former Redevelopment Agency approved the Downtown Signage Grant Program (Program) that reimbursed business owners/tenants the cost of obtaining exterior blade signs in the Downtown Target Areas (see Attachment 1, map). The Program was suspended after the dissolution of Redevelopment. In addition to other requests, during recent renewal periods, the Downtown Business District (DBD) requested additional lighting in downtown pedestrian areas. In response, Public Works has completed lighting improvements and other improvements are in progress (See Attachment 2). Also in response, staff evaluated how the Downtown Signage Grant Program could be used to improve pedestrian lighting downtown.

The evaluation determined that the ability to have a more streamlined process and updates and modifications to the Program would allow business owners/tenants to illuminate the business frontages.

Criteria	2008 Program	2016 Program
Grant Amount	Up to max reimbursement of \$5,000	No change
Eligibility	Building owner or tenant	No change
	Located in Target Areas	Prioritized by Target Area based on available funding.
City Approval Process	Grant application to Housing Services Department (HSD)	No change
	Design Review application to Community Development Department (CDD)	Sign Permit or Design Review application to CDD
Design	Maximum area 5 square feet	Maximum area 6 square feet
	No maximum projection	Maximum projection 2/3 length of sidewalk if less than 15 feet above the sidewalk
	Content can include name of business and maximum of 6 words or logo	Content can include name of business with no more than 10% dedicated to trademarks, logos or brands
	Sign shall not be illuminated	Indirect lighting with "goose-necked" or similar lights that project downward. Solar lighting can be considered.

Attachment 3 includes the complete modified guidelines. Attachment 4 includes examples of lighted blade signs that can be reimbursed through the modified Program. The DBD considered and supported the modified Program at the October 11, 2016 meeting. Staff is recommending approval of the Modified Downtown Signage Grant Program.

**FISCAL IMPACT:**

**No impact to the General Fund.** Funding is provided through one-time former Redevelopment Agency Downtown bond proceeds. \$60,000 from the existing, approved Downtown Enhancement Capital Improvement Project would be set up in a separate project to fund approximately 12 lighted blade signs and Housing Services staff time to process applications.

**RECOMMENDATION:**

By simple motion, approve the modified Downtown Signage Grant Program.

**ATTACHMENTS:**

Attachment 1: Downtown Target Areas Map

Attachment 2: Downtown Lighting Improvements

Attachment 3: Modified Downtown Signage Grant Program Guidelines

Attachment 4: Examples of Lighted Blade Signs