

**CITY OF WILLOWS**  
**FAÇADE IMPROVEMENT PROGRAM APPLICATION**  
**(ADOPTED 21/12/2014 Resolution #05-2010;**  
**REVISED 10/14/2014 Resolution # 27-2014)**

The City of Willows has established a Façade Improvement Program to provide technical and financial assistance to property owners or business tenants seeking to renovate or restore their exterior signage, lighting or commercial building facades. The Program's objectives are to improve the physical appearance of independent businesses and enhance the Downtown Commercial District; the Entryway Zoning District; with all parcels abutting Wood Street; between Tehama Street and the western most boundary of the Entryway Zone and parcels located in other zoning districts which are abutting Tehama Street between; French Street at the North boundary and continuing South to the northern most parcels abutting Fern Street at the Southern boundary of the eligibility areas.

The Program will provide a matching grant of up to \$15,000 maximum, for the funding of well-designed improvements that will coordinate all the important features of the storefront into a more attractive image while creating, if necessary, an accessible entrance for the public. This may include the restoration of architectural details, better windows and doors, and well-proportioned signage and lighting. An additional \$2,500 matching grant may be available for making additional (i.e. multiple) storefront entrances handicap accessible.

The (GWIL) Greater Willows Improvement League will be available to provide assistance to applicants through the conceptual design review stage at no cost to the applicants. Applicants, however, will be responsible to hire licensed architects and contractors to refine this conceptual design depending on the scope of work.

## II. ELIGIBILITY CRITERIA

The following criteria must be met for participation in the Program:

1. Applicants must be property owners or commercial tenants whose storefronts are within the Downtown Commercial Zoning District;
2. Preference will be given to independent businesses not required by contractual arrangement to maintain standardized décor, architecture, signs or similar features.
3. Tenants must have written approval from property owners to participate in program;
4. Billboards on property, if applicable, must be permanently removed as part of the improvement;
5. Property owners must be up to date on all municipal taxes, permits, utility charges, etc, prior to participation in the program;

6. Applicants must comply with all State and local laws and regulations pertaining to licensing, permits, building code and zoning requirements.

### III. DESIGN PRINCIPLES AND GUIDELINES

Improvements to be funded by the program must be compatible with the character and architecture of the individual building as well as, to the extent appropriate, with other buildings along the street on which the participating storefront is located. This principle is particularly important for historic buildings and streetscapes. Buildings with significant architectural qualities are strongly encouraged to restore and maintain these features. Improvements for buildings not having notably historic or architectural features should still be carefully considered and be seen as an opportunity to substantially enhance the appearance of the buildings and their streetscapes.

#### A. Eligible Façade Improvements

Storefronts should be oriented to the pedestrian and provide visual interest both day and night. Effort should be made to facilitate access into the store and to create a store identity unique to Willows and/or the respective neighborhood. The following improvements are encouraged:

1. Restoration of details in historically contributing or significant buildings, and removal of elements which cover architectural details;
2. Window display areas which are appropriately scaled and which facilitate night viewing;
3. Window replacement and window framing visible from the street which are appropriately scaled to the building;
4. Signage that is attractively integrated into the architecture of the building, including the window area, awnings or canopies, and entryways;
5. Lighting that is visually appealing and appropriately illuminates signage, storefront window displays, and recessed areas of a building façade;
6. Awnings or canopies that can be both functional and visually appealing;
7. Landscaping features attached to the building where appropriate, such as window boxes or planters;
8. Cleaning, repainting or resurfacing of buildings;
9. Street grade entrances which contribute to the active edge along streets;
10. New storefront construction appropriately scaled within an existing building;
11. Removal of architectural barriers to public accessibility.

Other improvements can be made with written approval if they meet the objectives of the Façade Improvement Program.

#### B. Prior Improvements

Alterations and improvements made prior to receiving a “Notice to Proceed with Improvements” are not eligible for Funding.

#### C. Alterations

The applicant must agree not to change or alter the improved facade without prior written approval from GWIL for five (5) years from the date of the ‘Grant’ approval issued under this Façade Improvement Program.

#### IV. PROGRAM ASSISTANCE

##### A. Financial Assistance

1.) Funding offered is a matching grant in which the Program would reimburse the applicant fifty percent (50%) of total project cost, up to a \$30,000 maximum. Any projects requesting reimbursement over \$1,500 must have an accessible storefront. Architectural design fees may be included in the total cost of eligible improvements but cannot exceed \$2,500 of the total reimbursement.

2.) The applicant's match may be in the form of other financial aid (grant or loan) received from other agencies and/or banks. The City of Willows will only reimburse applicants after the project is determined to have been completed in accordance with the "Conditions of Approval" adopted by the City of Willows City Council.

The Applicants required match, if any, may be in the form of other financial aid (grant or loan) received from other agencies and/or banks. The City of Willows will only reimburse applicants after the project is determined to have been completed in accordance with the "Conditioned of Approval" adopted by the City of Willows City Council.

##### B. Technical Assistance

GWIL members can provide guidance on facade improvements specific to individual storefronts. The applicant will have a choice of hiring his/her own licensed architect to work on the project from start to completion or requesting that the GWIL assist first with the conceptual design of the facade. If the latter option is chosen, the applicant will still be expected to hire his/her own licensed architect, if necessary, to carry forth this conceptual design to completion of construction.

The City of Willows will also monitor the progress of the project to ensure compliance with the "Conditions of Approval" adopted by the City of Willows City Council.

The City of willows and the Greater Willows Improvement League Encourages all applicants to utilize local contractors and suppliers when completing projects funded under the Façade Improvement Program.

Early meetings with the Greater Willows Improvement League are necessary in order to help avoid misunderstanding as to the eligibility of proposals.

##### C. Application and Information

If you wish to participate in the Façade Improvement Program, please contact City Clerk at (530) 934 - 7041 or e-mail at [trustenhoven@CityofWillows.org](mailto:trustenhoven@CityofWillows.org).

#### V. PROCEDURES

All prospective applicants must follow the procedures in the order outlined below.

1. Applicant meets with Greater Willows Improvement League for initial project discussion and files an application.

2. Applicant meets with Greater Willows Improvement League & City Staff to discuss building program and design alternatives.
3. Program architect prepares and submits conceptual designs and budget estimates to applicant and Greater Willows Improvement League for review. A meeting will be set up to discuss these plans.
4. If necessary, Applicant's architect prepares final design drawings and submits them to Greater Willows Improvement League & City staff for review and necessary approvals from the City of Willows Planning Commission.
5. Upon preliminary approval of final designs by the Greater Willows Improvement League, the Applicant will have ninety (90) days to solicit written bids from the contractors necessary to complete the improvement scope of work. Bids from each contractor must be itemized so that a cost is associated with each task or material to be installed. (Copy the Program on all solicitations for bids.)
6. Upon approval of submitted bids by the Greater Willows Improvement League, the project will be presented to the City of Willows City Council for reimbursement approval. The maximum funding amount eligible for reimbursement will be based upon the lowest bid for proposed improvement project.
7. A pre-construction meeting takes place between the Applicant, Greater Willows Improvement League, City Staff, selected contractor, and project architect.
8. The City of Willows shall provide the applicant a "Notice to Proceed with Improvements". Any work completed prior to receiving the "Notice to Proceed with Improvements" will not be reimbursed.
9. Applicant shall have sixty (60) days from receipt of the "Notice to Proceed with Improvements" to begin implementation of the approved improvements. Applicant must provide Greater Willows Improvement League with copies of all building permits and certifications received for the improvement project.
10. Contractor constructs project improvements as specified in the final design. Any changes previously agreed upon and contracted must have prior approval of Greater Willows Improvement League. It is up to the applicant to notify the GWIL of these changes in writing.
11. Applicant notifies City staff once project is completed.
12. City staff certifies that the improvements comply with the final drawings and specifications.
13. The applicant must submit to the GWIL copies of all paid invoices; along with a request for project reimbursement funding.
14. Greater Willows Improvement League submits invoice copies to the City of Willows to issue reimbursement check. The Façade Improvement Program reserves the right to make adjustments regarding conditions and parameters outlined in these guidelines.

## VI. TERMINATION

The City of Willows has the right to terminate any agreement under the Façade Improvement Program if a participant is found to be in violation of any conditions set forth in these guidelines or if the project has been started prior to authorization to proceed issued by the City of Willows.

**CITY OF WILLOWS  
FAÇADE IMPROVEMENT PROGRAM  
APPLICATION FORM**

DATE: \_\_\_\_\_

**I. APPLICANT INFORMATION**

1. Applicant's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Number(s): \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

2. Business Organization of Applicant: \_\_\_\_\_

\_\_\_\_ Corporation (dba) or \_\_\_\_ Partnership or \_\_\_\_ Sole Proprietorship

Business Name: \_\_\_\_\_

3. Relationship of Applicant to the storefront to be renovated:

\_\_\_\_ Owner: Attach copy of latest tax bill and proof of payment.

\_\_\_\_ Tenant: a) Attach copy of Willows Business License, and

\_\_\_\_ (b) Attach written permission from building owner to participate in Façade Improvement Program, including expiration date of present lease.

**II. PROPOSED PROJECT INFORMATION**

1. Description of Building to be rehabilitated:

Street Address: \_\_\_\_\_

Building dimensions: \_\_\_\_\_

Frontage feet

Depth Feet

Height Feet

Number of Floors

Does building contain residential units: \_\_\_\_ Yes \_\_\_\_ If yes, how many? \_\_\_\_ No

Describe the scope of work you want for this proposed façade improvement project. (Check all that apply and/or describe improvement ideas.)

\_\_\_\_ Exterior Signage \_\_\_\_ Exterior Lighting \_\_\_\_ Exterior Painting \_\_\_\_ Restoration of Arch Details

\_\_\_\_ Storefront Windows \_\_\_\_ Metal/Wood Storefront System \_\_\_\_ Exterior Paneling/Siding

\_\_\_\_ Awning/Canopy \_\_\_\_ Accessible Entrance \_\_\_\_ Add Architectural Details

\_\_\_\_ Other (define): \_\_\_\_\_

3. If known, please include the estimated project cost or total budget for improvements \$ \_\_\_\_\_  
Total Project cost or Total Budget

4. If known, please provide the information on Architect/Engineer responsible for your project drawings, plans and/or permits.

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Numbers(s): \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_