



TO: Mayor Tom Ross
Members of the City Council

FROM: Jonathan Rosenthal, Economic Development Administrator

DATE: February 15, 2023

SUBJECT: APPROVE AMENDMENTS TO FAÇADE IMPROVEMENT PROGRAM

I. RECOMMENDED ACTION

1. To approve amendments to the façade improvement program as submitted by the Renaissance Zone Review Board from their regular meeting on September 29, 2022.

II. DEPARTMENT CONTACT PERSONS

Jonathan Rosenthal, Economic Development Administrator – 420-4524
Brian Billingsley, Community & Economic Development Director – 857-4147

III. DESCRIPTION

1. Background
On September 29, 2022, the Board has suggested a number of changes to address issues that emerged in the 14 months since the program was adopted by the city council on July 6, 2021.
2. Proposed Program Changes
The board recommends lengthening the time period for completion from six months to one year to reflect the reality of supply chain timing. In order to speed review plan alterations that don't require additional city investments, the Board is suggesting that subsequent minor changes be approved by staff with the possibility of appeal to the Renaissance Zone Review Board. The majority of changes are made to reinforce design standards and provide clarity of purpose for the applicant and their contractor and architect when providing services to be reimbursed by the city.

IV. IMPACT

1. Strategic Impact:
The changes will allow the program to be more responsive to applicants to minor changes, reduce the number of times the council has to address simple extensions for completion of façade work, and clarify already stated program goals.

2. Service/Delivery Impact:
The service delivery will essentially remain the same.
3. Fiscal Impact:
There is no additional commitment of resources.

V. ALTERNATIVES

1. The City Council can send the amendments back for review by the Renaissance Zone Review Board.
2. The City Council may alter the language of the amendments.
3. The City Council can maintain the current program.

VI. TIME CONSTRAINTS

None

VII. CITY COUNCIL ASPIRATIONS

This amendment fulfills the following City Council aspirations:

1. Dynamic and Prosperous – Improving the appearances of building facades downtown will help to increase business redevelopment and occupancy.
2. Excellent and Connected – Improving the fabric of the downtown neighborhood, making it more livable and user friendly while increasing usage and local commerce.

VIII. LIST OF ATTACHMENTS

1. Amended Program Guidelines
2. Amended Design Standards
3. Amended Application Form