



AGENDA SUMMARY EUREKA CITY COUNCIL

TITLE: Modification to CPTED Façade Improvement Rebate Program

DEPARTMENT: Economic Development

PREPARED BY: Swan Asbury

PRESENTED FOR: Action Information only Discussion/Direction

RECOMMENDATION

Approve proposed updates to the CPTED Façade Improvement Rebate Program.

FISCAL IMPACT

No Fiscal Impact Included in Budget Additional Appropriation

COUNCIL GOALS/STRATEGIC VISION

Supports economic development and health and safety goals by encouraging equitable investments in commercial facade and security enhancements

DISCUSSION

Background

The Façade Improvement Rebate and Crime Prevention Through Environmental Design (CPTED) Grant Program is an initiative by the City of Eureka designed to enhance both the aesthetic appeal and security of commercial buildings within city limits. The program provides financial rebates to encourage property and business owners to invest in exterior improvements that contribute to a safer and more visually appealing community.

Applicants participate in a Pre-Application Committee review process, which includes representatives from the Planning, Building, Code Enforcement, Police, and Economic Development departments. Currently, applicants are not charged for building permit or planning review fees associated with approved projects.

Need for Updates

The program has been well-received and widely utilized by local businesses and property owners. However, as participation increases, staff have identified several challenges related to budget management and program equity. To ensure the program remains sustainable and continues to benefit a broad range of properties, staff recommend the following updates, which were discussed with the Economic Development Commission.

Proposed Changes

Establishing a \$5,000 Per-Parcel Rebate Cap

- Currently, multiple businesses located on the same parcel can independently apply for and combine grants for shared improvement projects. While this has supported larger-scale upgrades, it has also resulted in some parcels receiving a disproportionate share of available funds.
- **Proposed Update:** Limit the total rebate amount a single parcel can receive to \$5,000. This cap will help distribute program resources more equitably and extend funding to a greater number of properties citywide.

Reinstating Building Permit and Planning Review Fees

- At present, the City covers the cost of building permit and planning review fees for program participants. While this reduces upfront costs for applicants, it increases the City's financial burden and limits the number of projects that can be supported. In addition, the fee waiver has unintentionally created a loophole, with some applicants participating primarily to avoid paying permit fees rather than to pursue genuine façade or security improvements.
- **Proposed Update:** Require applicants to pay applicable building permit and planning review fees, which are recalculated annually based on staff time and resources.

Conclusion

These updates aim to strengthen the long-term sustainability of the Façade Improvement and CPTED Grant Program by promoting fairness, encouraging genuine investment in property improvements, and ensuring that available funds can benefit as many businesses and property owners as possible. Staff recommend implementing these adjustments moving forward to maintain the program's success and community impact.

REVIEWED AND APPROVED BY:

- City Attorney
- City Clerk/Information Services
- Development Services
- Finance
- Fire
- Community Services
- Personnel
- Police
- Public Works