

How To Apply

To apply for either Program, you must first read the Program Guidelines and Application and, for the Façade Program, the City's Core Area Design Guidelines. Then attend a pre-application meeting with Economic Development and Housing Department staff to assess the suitability of your project for the programs, after which you may submit a completed application. Applications are accepted on a rolling, first-come, first-served basis.

Download the Program Guidelines and Applications and link to the City's Core Area Design Guidelines at:

www.srcity.org/downtown



For more information go to www.srcity.org/downtown for the Program Guidelines and Applications and to link to the City's Core Area Design Guidelines, or contact:

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Commercial Rehabilitation Loan Program



Loans to assist the renovation of
Downtown commercial buildings

Façade Improvements

Forgivable loans up to \$75,000

Tenant Improvements

No-interest loans up to \$50,000

Funded by the Redevelopment Agency of the City of Santa Rosa and administered by the City of Santa Rosa Economic Development and Housing Department

Commercial Rehabilitation Loan Program • www.srcity.org/downtown

The **Downtown Façade Improvement Program** assists with the expense of the following types of improvements:

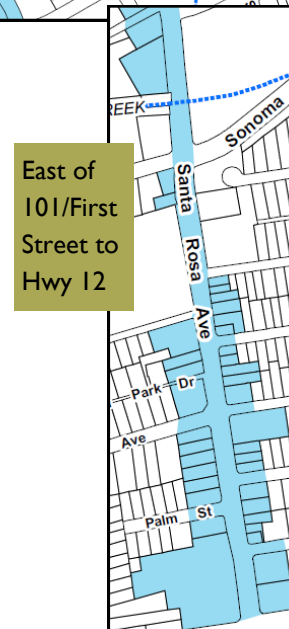
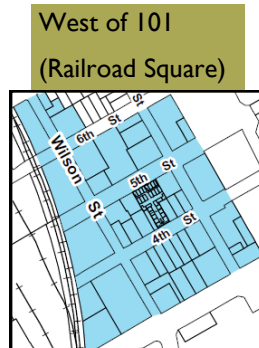
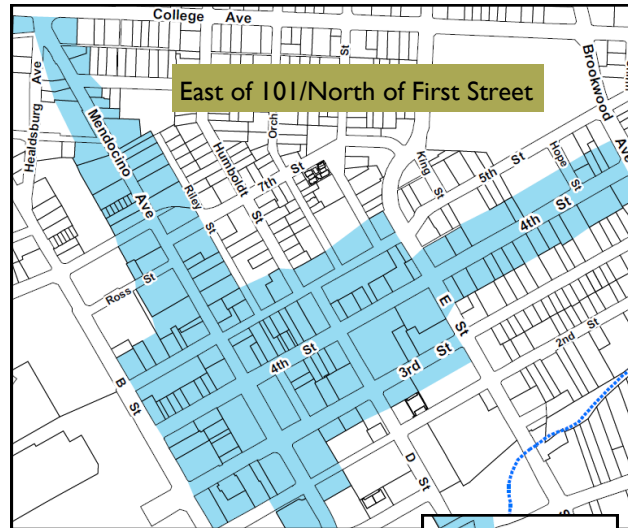
- Painting
- Exterior Lighting
- Awnings
- Tile
- Windows
- Stucco
- Doors
- Signage
- Trim
- Canopies
- Fascia
- Historic Elements

The façade loan is forgiven over 5 years following the completion of the project. The loan is made on a 50% matching basis (\$1 of loan for every \$2 spent), up to the following maximums:

- ◆ Single storefront—\$25,000
- ◆ Multiple storefronts—up to \$70,000
- ◆ An additional \$5,000 may be available if the improvements include upper stories.

The **Downtown Tenant Improvement Program** assists with the expense of interior tenant improvements for new and existing businesses. The loan may be up to 75% of the total project cost, with a maximum of \$50,000. The loan term is 3-10 years, and repayment is deferred for one year. The loan is interest-free.

Eligible Geographic Areas



Eligible Borrowers

Property owners or business owners/tenants with property owner's written authorization to participate in the Program.

Eligible Business Types

Retail, restaurant, arts-related, and service and office that generate customer foot traffic

Additional Terms

Funding for both loan programs is provided on a rebate basis, upon completion of the improvements. Participants are responsible for financing the project (cash or bank loan), project management, hiring all consultants and contractors, obtaining all permits and approvals, correcting any code violations, paying Prevailing Wages on construction contracts, and maintenance of the façade improvements. The minimum loan amount is \$2,500. Existing privately-owned buildings at least 10 years old are eligible.

For additional terms and details of the Programs, please read the [Program Guidelines and Applications at www.srcity.org/downtown](http://www.srcity.org/downtown).

For information on Prevailing Wage:
<http://www.dir.ca.gov/dlse/dlsePublicWorks.html>