



## **Staff Report**

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### **RESOLUTION APPROVING A FAÇADE REBATE/REIMBURSEMENT REQUEST– 940 OLD COUNTY ROAD**

Honorable Chair and Board Members:

#### **Summary/Background**

In December 2006, the applicants, Tim and Cathy Dolan, received Administrative Design Review (ADR) approval for site plan and exterior elevation improvements for the subject property (Richards Dry Cleaners); notice of that approval was sent to the Planning Commission and City Council. Construction was completed in August 2007. The applicant sought a companion Façade Improvement Program (FIP) Rebate from the Redevelopment Agency for the completed improvements. FIP guidelines (see attachment III) require Planning Commission review and approval of the Design Review element.

On August 19, 2008, by Resolution No. 2008-36, the Planning Commission confirmed the Administrative Design Review approval for the project/property. Planning Commission confirmation of the ADR approval (see attached 08/19/08 Commission Resolution – Attachment II) for this project satisfies the FIP requirement and enables the applicant to move forward to the Redevelopment Agency to consider the rebate/reimbursement request.

The completed site improvements consisted of the following:

1. Pressure washing and repainting the exterior block walls (Kelly-Moore “Heritage Hills”).
2. Removing the existing bay window from the building elevation fronting on Old County Road and installing a new six-foot diameter round window with decorative window Muntins (i.e. sash bar; window bar; glazing bar) painted dark green (Kelly-Moore “Green Thumb”).
3. Installing cedar shingle siding painted with two tan/crème colors (Kelly-Moore “Oyster” and “Bone”).
4. Removing the existing window hand rail guards and installing decorative window Muntins/trim to match the round shaped window on the Old County Road elevation.

The recommended rebate/reimbursement in conjunction with the project would consist of the

following: (1) \$3,000 façade rebate, and (2) reimbursement of \$1,784.92 for architectural, design review, and building permit fees - \$4,784.92 total. This amount represents the maximum permitted under the FIP rules that were in place at the time of project completion. New FIP rules have been adopted by the RDA and are now in effect.

### **General Plan/Vision Statement**

The FIP request (and completion of the associated project) furthers the City’s General Plan Goal/Vision Statement as follows:

#### *General Plan Goal 1015.4*

*“To maintain and enhance the appearance of the City through controlling the location, timing, design and landscaping of new development and encouraging renovation of older areas.”*

#### *Vision Statement*

*“Thriving Economy - Our economy prospers with a mix of attractive, successful businesses that fit with our community.”*

### **Fiscal Impact**

The City has budgeted \$150,000.00 in RDA Capital Improvements account number 351-4610-9527 for purposes of funding Façade Improvement Program grants. There are sufficient unencumbered funds in this account to fund the current FIP rebate/reimbursement request.

### **Public Contact**

1. The agenda was posted as required by the California Government Code. The applicant has received a copy of this report.

### **Recommendation**

Staff recommends the Redevelopment Agency take the following action:

1. Adopt a Resolution Granting the Façade Improvement Program Rebate/Reimbursement request for 940 Old County Road (Richard’s Dry Cleaners).

### **Alternatives**

1. Disapprove the Façade Improvement Program Rebate/Reimbursement request.
2. Provide alternative direction to staff.

### **Attachments**

- I. Resolution Granting Façade Improvement Program Rebate/Reimbursement request for 940 Old County Road (Richard’s Dry Cleaners)
- II. August 19, 2008 Planning Commission Staff Report & Adopted Resolution
- III. Former FIP Program Rules

Respectfully submitted,

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Jennifer Walker  
Associate Planner

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Carlos de Melo  
Community Development  
Director

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Jack R. Crist  
Executive Director

Staff Contact:  
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**REDEVELOPMENT AGENCY RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF BELMONT  
APPROVING A FACADE IMPROVEMENT REBATE/REIMBURSEMENT OF THE  
ARCHITECTURAL, DESIGN REVIEW, AND BUILDING PERMIT FEES  
FOR 940 OLD COUNTY ROAD (APPL. NO. #PA2006-0075)**

**WHEREAS**, the Redevelopment Agency established a facade rebate program and administrative rules; and,

**WHEREAS**, the owner(s) of 940 Old County Road, Tim and Cathy Dolan, applied for a facade improvement rebate; and,

**WHEREAS**, the Planning Commission confirmed Administrative Design Review (ADR) approval for the completed facade improvements for the property, and the applicant has met the requirements of the facade rebate program; and,

**WHEREAS**, a public meeting was duly noticed, held on November 12, 2008 and closed; and,

**WHEREAS**, on November 12, 2008, the Agency reviewed a rebate/reimbursement request for the subject project/property at 940 Old County Road; and,

**NOW, THEREFORE BE IT RESOLVED** that the Redevelopment Agency of the City of Belmont hereby approves a rebate/reimbursement not to exceed \$4,784.92 for facade improvements and associated architectural, design review, and building permit fees to Tim and Cathy Dolan, property owner(s) of 940 Old County Road, and directs the Agency Executive Director to execute such facade rebate/reimbursement.

\* \* \* \* \*

I hereby certify that the foregoing resolution was duly and regularly passed and adopted by the Redevelopment Agency of the City of Belmont at a regular meeting thereof held on November 12, 2008 by the following vote:

AYES, DIRECTORS: \_\_\_\_\_

NOES, DIRECTORS: \_\_\_\_\_

ABSTAIN, DIRECTORS: \_\_\_\_\_

ABSENT, DIRECTORS: \_\_\_\_\_

\_\_\_\_\_  
Secretary, Redevelopment Agency

APPROVED:

\_\_\_\_\_  
Chair, Redevelopment Agency

## ATTACHMENT II

MEETING OF AUGUST 19, 2008

### AGENDA ITEM NO. 5A



Application I.D.: PA2006-0075

Application Type: Design Review

Location: 940 Old County Road

Applicant/Owner: Tim and Cathy Dolan

APN: 040-311-100

Zoning: C-3 Highway Commercial

General Plan Designation: Ch – Highway Commercial

Environmental Determination: Categorical Exemption per Section 15301(d) – Restoration or Rehabilitation of deteriorated or damaged structures.

### PROJECT DESCRIPTION

The applicant is requesting confirmation of the Design Review approval for the completed site plan and exterior elevation improvements to the existing single tenant commercial building located at 940 Old County Road. The applicant is seeking a Façade Improvement Rebate from the Redevelopment Agency.

### RECOMMENDATION

Staff recommends that the Planning Commission confirm the Design Review approval and adopt the attached resolution<sup>1</sup>.

### ZONING/GENERAL PLAN DESIGNATION

The subject property is located in the C-3 Highway Commercial Zone and is designated Ch Highway Commercial on the General Plan Land Use Map. The existing commercial business (cleaners) is consistent with both the Zoning and General Plan designations.

### BACKGROUND

In December 2006, the applicant received Administrative Design Review approval for the site plan and exterior elevation improvements, and a notice of that approval was sent to the Planning Commission and City Council. Construction was completed in July 2008. The applicant is seeking a Façade Improvement Program (FIP) Rebate from the Redevelopment Agency for the completed improvements, and FIP guidelines require Planning Commission review and approval of the Design

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<sup>1</sup> Please note: This recommendation is made in advance of public testimony or Commission discussion of the project. At the public hearing, these two factors, in conjunction with the staff analysis, will be considered by the Commission in rendering a decision on the project.

Review element. Planning Commission approval of this project would satisfy the FIP requirement and enable the applicant to move forward to the Redevelopment Agency.

## **SITE CONDITIONS**

The lot is located on the southwest side of Old County Road between, just north of Masonic Way. The building fronts onto and takes pedestrian access from Old County Road. There is a 12-space parking lot located on the south side of the building. A small concrete walkway runs along the south and east sides of the building and two landscape planters are located along the Old County Road frontage.

## **PROJECT ANALYSIS**

The completed site improvements consist of the following:

1. Pressure washing and repainting the exterior block walls (Kelly-Moore “Heritage Hills”).
2. Removing the existing bay window from the building elevation fronting on Old County Road and installing a new six-foot diameter round window with decorative window Muntins (i.e. sash bar; window bar; glazing bar) painted dark green (Kelly-Moore “Green Thumb”).
3. Installing cedar shingle siding that will be painted with two tan/crème colors (Kelly-Moore “Oyster” and “Bone”).
4. Removing the existing window hand rail guards and installing decorative window Muntins/trim to match the round shaped window on the Old County Road elevation.

## **DISCUSSION**

### **Zoning/General Plan Conformance**

The subject property is Zoned C-3 Highway Commercial and the General Plan designates the project site as Ch – Highway Commercial. The existing retail commercial use (dry cleaning business) complies with the land use designation and the Zoning requirements and the site and elevation modifications would not alter the existing land use.

### **ENVIRONMENTAL CLEARANCE (CEQA)**

The proposed site and façade improvements are categorically exempt from California Environmental Quality Act review by provision of a Categorical Exemption per Section 15301(d) – *Restoration or Rehabilitation of deteriorated or damaged structures*. The proposed project meets these requirements for CEQA exemption.

## **DESIGN REVIEW ANALYSIS**

The proposed modifications to the site plan and building elevations are required to meet the Design Review Principles in Section 13.5.3 of the City of Belmont Zoning Ordinance. The following is an analysis of the applicable standards for the proposed application:

*Areas of aesthetic and site plan consideration shall include, but not necessarily be limited to, the*

*following:*

- (a) Review of buildings or structures for scale, mass, proportion, use of materials, relationship to adjacent elements and relationship to the community as a whole.*

The proposed building facade improvements maintain an appropriate building scale, mass, and proportion and are compatible with the architectural style and characteristics of the existing building and the surrounding neighborhood. The building exterior will be finished with both painted block walls and cedar shingle siding which help to reduce bulk and massing. The existing/proposed single story building profile is similar in scale with the surrounding development pattern.

- (b) Review of proposed exterior color and material application with relationship to adjacent architectural or natural elements. The intent with respect to review of color is to avoid the use of extreme color.*

The proposed improvements do not include the use of extreme color—the applicant proposes to use tan paint for the stone and shingle siding and a dark green for the window trim elements. The colors will be compatible with the architectural style and characteristics of the existing building and the surrounding neighborhood.

- (c) Review of proposed location, height and materials of walls, fences, hedges and screen plantings to insure harmony with adjacent development or to conceal storage areas, utility installations or other surfacing to prevent dust erosion.*

The plans indicate that the existing landscape planters located at the base of the building along the Old County Road frontage will remain. The existing concrete walkway that provides pedestrian access from the street and parking lot to the building will also remain. There are no on site storage or trash areas that require augmented screen plantings.

- (d) Review of location, size, height, lighting and landscaping of signs as specified in the Sign Ordinance, in relation to traffic hazards and the appearance and harmony with the environment. The intent with respect to review of color is to avoid the use of extreme color.*

This proposal does not include any modifications to existing signs.

- (e) Review of site layout considering the orientation and location of buildings and open spaces in relation to the physical characteristics of the site, the character of the neighborhood, the appearance and harmony of the buildings with adjacent development and the surrounding landscape.*

No changes to the site layout are proposed. Changes to the building color are harmonious with the character of the neighborhood and with the existing building's architectural theme. The proposed modifications to the building elevations appear to enhance the neighborhood character and are compatible with adjacent development.

- (f) Review of the layout of the site with respect to locations and dimension of vehicular and*

*pedestrian entrances, exits, drives and walkways.*

The proposal does not include modifications to the existing vehicular driveway that currently provides safe access between Old County Road and the on site parking lot. The existing concrete pedestrian walkway that runs along the south (front) and east (Old County Road) sides of the building will remain, as will a disabled access ramp.

*(g) Review of site landscaping including adequacy of irrigation plans, size and location of plant materials, and protection of existing plant materials.*

There are two existing planters indicated on the site plan that will remain. The planters are landscaped with various shrubs and groundcover. The existing landscape appears to be appropriate for the size and location of the building.

The applicant's request for confirmation of the Design Review approval is generally consistent with the Design Review Ordinance Principles (Section 13.5.3). Staff reviewed the proposed (and completed) site modifications and believes the proposal conforms to all required standards and is generally compatible with neighboring properties.

## **CONCLUSION AND RECOMMENDATIONS**

Based on the foregoing analysis, staff recommends Planning Commission confirmation of the Administrative Design Review approval and recommends that the Planning Commission adopt the attached Resolution.

### **ACTION ALTERNATIVES**

1. Deny the Design Review application.

## **ATTACHMENTS**

- I. 300/500-foot Radius Map
- II. Resolution of Approval
- III. Project plans/materials (Commission only)

Respectfully submitted,

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Jennifer Walker  
Associate Planner

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Carlos de Melo  
Community Development Director

CC: Applicant/Property Owner

## Façade Improvement Program Rules

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### 1. Qualifying Areas

All commercial buildings with frontage on El Camino Real, on Ralston Avenue from U.S.-101 to South Road, or on Old County Road. The Village Center does not qualify.

### 2. Qualifying Improvements

Street façade improvements that qualify for rebates include: painting, stucco, repair, wood siding and trim, windows, doors, façade tile work, awnings or canopies, exterior trim, signs, landscaping and irrigation, sidewalks (when required by the City), and related architectural fees.

### 3. Rules

- a. Improvements must be consistent with applicable General Plan or Specific Plan.
- b. Applicants must receive design review approval from the Planning Commission or staff, as applicable, and the improvements must be for a complete tenant façade.
- c. Application for a rebate must be submitted with the design review application together with a cost estimate.
- d. The Planning Commission will make a recommendation to the Belmont Redevelopment Agency for funding the rebate at the same time as its approval of the design.
- e. After the Agency approves the funding, an agreement will be executed committing you to complete the improvements according to approved plans and committing the agency to a rebate upon completion. Costs of façade improvements must be verified prior to rebate.
- f. All rebates apply only to existing buildings and are administered on a first come first served basis.
- g. Buildings on corner lots with frontages on both a qualifying street and another street will qualify for rebates for improvements along both streets.
- h. Either property owners or tenants may apply for rebates. Buildings with multiple tenants may qualify for multiple rebates. Total rebates for any single building may not exceed \$15,000.
- i. No tenant façade or building façade may qualify for a rebate more than once every five years.

### 4. Rebate Limits

- a. Projects approved for funding qualify for rebate of the first \$1,000 of improvement cost. After the first \$1,000, the Agency will rebate 50% of the next \$4,000.
- b. Façades for new businesses moving into Belmont will be rebated 100% of the first \$3,000 of improvements.
- c. When three or more contiguous tenant façades are simultaneously improved under the façade improvement program, each completed façade improvement will qualify for

## ATTACHMENT III

a \$500 rebate in addition to that allowed by the application of the above rebate amounts.

In addition to the approved rebate amount, the Agency may reimburse the applicant for design review fees and building permit fees.

The Belmont Chamber of Commerce, working hand in hand with the City of Belmont and the Belmont Redevelopment Agency, is proud to offer this program to you to improve neighborhoods and to bring more business to our community. We are here to assist you with the promotion and betterment of your business.