



CITY OF SANTA CRUZ

STOREFRONT BEAUTIFICATION GRANT PROGRAM CHECKLIST AND RESOURCE GUIDE

All of these documents are required for a complete application:

- Applicant information, site information, and an acknowledgement / signature
- Copy of lease, land contract, or deed (must have minimum three (3) years* remaining in lease from date of application)
 - *Exceptions can be made in cases where the term of lease is less than three years, applicant should consult with Economic Development Staff.
- Property Owner's written authorization approving the project (Signature page available in Appendix A)
- Project budget and budget narrative (Budget template available in Appendix B)
- Photograph(s) of existing conditions or area for improvement per line item in the budget
- Mockup designs or drawings
- Quotes and bids per line item in the project budget below, all projects (except signage) over \$5000 require three bids. However, we recommend that you collect 2-3 quotes per element so that you can make the most cost-effective decision for your project (see Appendix C for approved contractors)
- Permit quotes (see Appendix D for more details)
- Photos or drawings of proposed improvements



APPENDIX A – SIGNATURE PAGE

**CITY OF SANTA CRUZ
STOREFRONT BEAUTIFICATION GRANT PROGRAM APPLICATION CONFIRMATION**

By signing below, I/we understand that:

- I/we have read and understood the program guidelines and accept the qualifications and conditions. I/we certify that I/we are qualified and will abide by such conditions set forth in this application and all reasonable conditions which may be issued by the Santa Cruz Economic Development Officer in this program.
- I/we are familiar with the responsibilities of each party and understand that:
 - This is a program implemented by the City of Santa Cruz Economic Development Office, to be paid to the applicant as a reimbursement of paid invoices to third party contractor(s);
 - All services to be performed by third party contractor(s) shall be the subject of agreement between the applicant and the contractor(s);
 - The City shall not assume any liability for such agreements, except as specifically authorized by the program.
- I/we certify that there are no current code enforcement activities pending against this property. If there are outstanding violations, I/we certify that they will be addressed prior to the awarding of this project.
- I/we have attached a copy of all current leases.
- I/we have attached relevant photos to be covered by the award.
- The City of Santa Cruz Economic Development Office shall not assume any liability for such agreements.

BUSINESS OWNER:

BUILDING/PROPERTY OWNER:

By: _____
(Print Name)

By: _____
(Print Name)

By: _____
(Signature)

By: _____
(Signature)

Date: _____

Date: _____

This form should be completed and uploaded as part of the application package.



Example: Project Budget

On a separate attachment (template on page 4), please list individual project elements (awning, sign, painting of trim, etc.). Each element should be supplemented with an appropriate quote from a company or vendor. Budget must also include estimates for planning or building permits as applicable. **Note: Total project cost must not exceed \$15,000 Example:*

Element	Applicant Responsibility (50%)	Grant Reimbursement (50%)	Project Cost
Awnings x 3 @ \$1,000 each	\$1,500.00	\$1,500.00	\$3,000.00
Awning signage / lettering	\$750.00	\$750.00	\$1,500.00
Planning Permit (awning design / signage)	\$150.00	\$150.00	\$300.00
Building Permit (awning attachment)	\$150.00	\$150.00	\$300.00
TOTAL	\$2,550.00	\$2,550.00	\$5,100.00

BUDGET NARRATIVE

The budget narrative explains in clear and concise manner the costs in each budget category, which budget items will be covered by the grant, and which will be covered by the applicant. **Note: Budget narrative costs must match the budget and supplemental quotes/bids from vendors and companies.*

Example:

Total Project: \$5,100.00

Total Grant Request: \$2,550.00

Total Applicant Share: \$2,550.00

Element 1: Awnings @ \$3,000: Awning installation services provided by Company X. Includes materials and installation of 3 awning that are 20 X 5 that are \$1,000 each to go on the front and side of the building. Please see quote from Company X attached.

Element 2: Awning Signage/Lettering @ \$1,500.00: Includes the design and print of company logo and lettering directly onto awning, services provided by Company X. Please see quote from Company X attached.

Element 2: Planning Permit @ \$300: For the planning of installation of awnings. See quote attached from City Planning.

Element 3: Building Permit @ \$300: For the attachment of the awnings on to the side of the building. See quote attached from City Planning department.



APPENDIX C – CITY APPROVED CONTRACTORS

All contractors must have a valid license for the industry/trade in which they are providing a bid. The Storefront Beautification Grant Program requires three bids for any service which is over \$5,000.

Exceptions to the three-bid requirement:

- Signage, since it is considered an artistic product, only one bid is required; however, we strongly encourage you to pursue competing bids.
- Awnings, since there is only one local Santa Cruz vendor; however, we strongly encourage you to pursue competing bids.

All of the following contractors are provided for your information only. This list does not constitute endorsement by the Redevelopment Agency of the City of Santa Cruz.

**** Double asterisk indicates Prevailing Wage contractors registered with the Department of Industrial Relations (DIR). If project exceeds \$14,999, only these contractors may be used.**

+ Plus sign indicates the business is a registered business in the City of Santa Cruz.

PAINTING:

J J M Painting**

(831) 476-4211
860 17th Avenue
Santa Cruz, CA 95062
www.jjmpainting.com/
info@jjmpainting.com

Cutting Edge Painting

Michael Dodd
(831) 818-0608
2630 Portola Drive Space 65
Santa Cruz, CA 95062
<http://cuttingedgepainting.com/>
cuttingedgepainting@gmail.com

Ultra Painting+

(unregistered as of 6-30-2024)
(831) 423-5353
PO Box 2966
Santa Cruz, CA 95063
www.ultrapaintingca.com
ultrapainting@gmail.com

Spectrum Painting+

(831) 458-9138
(831) 566-6134
228 Glenwood Avenue
Santa Cruz, CA 95060
www.spectrumpainting.com
SpectrumPaintingSC@gmail.com

Mark Davis Specialty Painting+

(831) 251-8405
126 S. Morrissey Avenue
Santa Cruz, CA 95062
www.specialtypainting.com
mark@specialtypainting.com

New Life Painting

DIR: Timjen Miller Painting, Inc.
(unregistered as of 6-30-2024)
(831) 458-5170
3211 Victory Lane
Soquel, CA 95060
www.newlifepainting.net
tim@newlifepainting.net

Vernazza Painting

(831) 462-1055
PO Box 315
Felton, CA, 95018
[h/www.vernazzapainting.com](http://www.vernazzapainting.com)
jim@vernazzapainting.com



All paint bids must note compliance with City Ordinance 16.19 STORMWATER AND URBAN RUNOFF POLLUTION CONTROL by blocking storm drains and reclaiming runoff water resulting from power wash preparation.

SIGN DESIGN, FABRICATION, AND INSTALLATION: C45 ELECTRICAL SIGN CONTRACTOR

Northwest Signs+**

(831) 469-8208
120 Encinal Street
Santa Cruz, CA 95060
www.northwestsigns.com/
jeff@northwestsigns.com
Full service design, fabrication, and installation.

Santa Cruz Signs+**

DIR: Monterey Signs, Inc.
(831) 337-4467
501-A River Street
Santa Cruz, CA 95060
sales@SantaCruzSigns.com
www.santacruzsigns.com

PPD Multimedia**

DIR: Pleasure Point Design
(831) 479-9098
3700 Portola Drive
Santa Cruz, CA 95062
www.ppdmultimedia.com
inbox@ppdmultimedia.com

Santa Cruz City Signs

(831) 588-0585
1500 Graham Hill Road Suite A
Santa Cruz, CA 95060
www.sccitysigns.com
Matt@SCCitySigns.com

The Sign Shop

(831) 600-7798
255 Vista Bella Drive
Santa Cruz, CA 95060
www.thesignshopsc.com
thesignshopsc@comcast.net

Stokes Signs

(831) 426-1570
303 Potrero Street #9
Santa Cruz, CA 95060
www.stokessigns.com
stokes@stokessigns.com

WINDOWS, GLASS, ANTI-GRAFFITI FILM COATING:

Vortex Doors

DIR: Vortex Industries, Inc.
(unregistered as of 6-30-2024)
1-800-698-6783
20 Odyssey
Irvine, CA 92618
certifiedpayroll@vortexind.com
www.vortexdoors.com

Transparent Glass Coatings

DIR: Window Innovations, Inc.
(unregistered as of 6-30-2024)
(831) 476-9627
2521 S. Rodeo Gulch Road
Soquel, CA 95073
www.transparentglasscoatings.com
inbox@transparentglasscoatings.com

Sandman Glass+**

DIR: Glazier
(831) 464-1966
902 Soquel Avenue
Santa Cruz, CA 95062
www.sandmanglassinc.com
debbie@sandmanglassinc.com

Lighthouse Windows**

(831) 426-2601
317 Potrero Street, Suite E
Santa Cruz, CA 95060
www.lighthouse-windows.com
scott@lighthouse-windows.com

Watson's Window Tinting

(831) 359-8468
2335 Soquel Ave. #F
Santa Cruz, CA 95065
www.watsonwindowtinting.com/
watsontinting@gmail.com

Shane Co Shower Door & Glass

(831) 662-8117
4950 Soquel Drive
Soquel, CA 95073
www.shanecoglass.com
shanecoshowerdoor@att.net

Provision Glass & Window

(831) 477-1000
2455 Chanticleer Avenue
Santa Cruz, CA 95062
www.provisionglass.com
service@provisionglass.com



These businesses are stand alone window coating companies. Some of them also offer a repair service in conjunction with anti-graffiti film coating application. If you are seeking a window repair bid, please note that basic window repair is not an eligible grant expense, though window repair may be required for a project to participate in the program. Please ensure bids clearly separate any repair amounts from costs for anti-graffiti film coating application, which is an eligible expense and requirement of the program. If you are replacing windows, the window company may be able to provide the anti-graffiti coating as a part of the window installation and frequently subcontracts with one of the above vendors.

AWNINGS:

SunCoast Awning+**

(831) 423-7918
907 River Street
Santa Cruz, CA 95060
www.suncoastawning.com/
rob@suncoastawning.com

Acme Awnings

(831) 424-7134
(831) 372-3539
210 North Main St.
Salinas, CA 93901
www.acmeawnings.com
omarsawning@gmail.com

Sunset Canvas and Awning

(408) 857-3488
1891 Bellomy Street #8
Santa Clara, CA 95050
www.sunsetcanvasawning.com
info@sunsetcanvasawning.com

City Canvas

DIR: Palo Alto Awning, Inc.
(unregistered as of 6-30-2024)
(408) 287-2688
1381 N. 10th Street
San Jose, CA 95112
www.citycanvas.com
info@citycanvas.com

Larsen's

(831) 476-3009
1041 17th Ave Ste. A
Santa Cruz, CA 95062
www.larsensinc.com
info@larsensinc.com

San Jose Awning Company

DIR: Visible Innovations Group.
(unregistered as of 6-30-2024)
(408) 350-7000
755 Chestnut Street
San Jose, CA 95110
www.sanjoseawning.com
sales@SanJoseAwning.com

Bay Area Awning

(408) 727-1242
2362 De La Cruz Blvd.
Santa Clara, A 95050
www.bayareaawning.com
office@bayareaawning.com

ENGINEERS (For Wind Load Analysis for new Awning Structures)

McLucas Engineers

(831) 465-9595
302 Vista Bella Drive
Santa Cruz, CA 95060
www.mclucasengineers.com
info@mclucasengineers.com

Andrew C. Radovan+

Civil Engineer
(831) 459-7296
2815 Mission Street
Santa Cruz, CA 95060
www.radovan.us



ELECTRICAL AND LIGHTING

John Hope Electric**

(831) 458-0805
1438 Chanticleer Ave.
Santa Cruz, CA 95062
www.johnhopeelectric.com/
office@johnhopeelectric.com

Triad Electric**

(831) 462-1085
PO Box 1820
Capitola, CA 95010
www.triadelectric.com
jolieb@triadelectric.com

Giant Electric

(unregistered as of 6-30-2024)
(831) 465-6591
4400 Gladys Avenue
Santa Cruz, CA 95062
giantelectric@att.net

Lucky Electric**

(831) 439-2140
2829 South Rodeo Gulch
Santa Cruz, CA 95060
www.luckyelectricsantacruz.com
office@luckyelectric.biz

Allegrie Electric**

(831) 464-1422
3980 Research Park Ct, Suite E
Soquel, CA 95073
www.allegrielectric.com/
lori@allegrielectric.com

LANDSCAPING AND TREE REMOVAL

Confluence Restoration**

(831) 621-8084
721 Seaside Street
Santa Cruz, CA 95060
www.confluencerestoration.com
ryan@confluencerestoration.com

Terra Nova Ecological Landscaping+

(831) 425-3514
PO Box 677
Santa Cruz, CA 95061
www.terranovalandscaping.com
ken@terranovalandscaping.com

Quilici Gardening & Landscaping+

(831) 425-5269
849 Almar Avenue Suite C
Santa Cruz, CA 95060
www.quilicigardening.com
kristina@quilicigardening.com

Lewis Tree Service, Inc.

(unregistered as of 6-30-2024)
(831) 476-1200
1500 Brommer Street
Santa Cruz, CA 95062
www.lewistreeserviceinc.com
admin@lewistreeserviceinc.com

Riccabona Landscape & Tree Service, Inc.+

DIR: Anthony Steven Riccabona Jr.
(831) 427-3511
815 Walnut Avenue
Santa Cruz, CA 95060
www.riccabonas.com
ntriccabona@gmail.com

Athenour & Sons Landscaping

(831) 454-8422
5940 Soquel Avenue
Santa Cruz, CA 95062
www.athenourlandscape.com
athenourlandscape@gmail.com

Terra Bella Landscaping

(831) 479-1629
1500 Graham Hill Road Ste. C
Santa Cruz, CA 95060
www.terrabellalandscaping.com
info@terrabellalandscaping.com

Andres Landscaping

(831) 476-5875
1801 16th Avenue
Santa Cruz, CA 95062
www.andres-landscaping.com
andreslandscape@comcast.net

Patty Walters Landscape Design

(831) 458-1305
114 Eureka Canyon Road
Watsonville, CA 95076
www.pwlandscapedesign.com
pwalters@pwlandscapedesign.com



APPENDIX D – PERMITS

There are two different types of permits that may be required for your project: a planning permit and a building permit. Planning and building permits are different. They're controlled by different laws and regulations. This means that you may need a planning permit, building permit, or both depending on your proposed project.

While most projects require a planning permit, not every project requires a building permit. If a project requires both a planning and a building permit, usually the planning permit is required BEFORE a building permit can be issued. The building permit must be consistent to the planning permit. The same is true for gathering permit quotes in advance.

Planning Permits

Good planning considers the impact a new project will have on the character of your neighborhood and on your neighbors. Things such as colors, materials, size of signage or awnings, and other design or physical features may require you to get a planning permit before any work begins. *Planning permits and quotes can be acquired by the applicant however it is best to have your licensed design professional or contractor submit for the permits with you or on your behalf because this is their expertise and why you need to hire them in the first place.*

WHAT TO BRING TO THE PLANNING/BUILDING PUBLIC COUNTER:

1. *Description of the project*
2. *Mockup or example design of the project*
3. *Specifications of the project as it relates to the location of the building, location on the building, location within the parcel, height off the ground, measurement of the components, materials used, colors and fabric, style, etc.*

Building Permits

A building permit will ensure that your project is structurally safe and complies with building regulations. Building permits aren't just for major renovations, but also smaller structural changes such as installing signage, light fixtures, awnings, or fencing. It's essential to get the correct approvals in place before the project begins. Any building permit issued must be consistent with the requirements of the planning permit, including conditions and endorsed plans. Some exemptions do apply. *Building permits must be applied for by the licensed contractor or design professional you have hired to perform the work. Companies and vendors must be licensed in the State of California in order to apply for permits.*



Permitting questions should be directed to the Planning Department

- In person: Planning Counter – 809 Center St., Room 101 Monday-Thursday 7:30-11:30am
- By email: planningcounter@santacruzca.gov
- By phone: 831-420-5416 (Monday – Thursday, 8:00am-4:00pm, excluding 12:00-1:00pm)

Façade Improvement Permit Matrix

Element	Planning Permit	Building Permit
Anti-graffiti coating	No	
Signage	Yes - Sign Permit	Yes - Sign Permit
Minor landscaping	Design permit based on project valuation	
Exterior painting	Design Permit based on project valuation, if included with a larger improvement project.	Yes - could be required for scaffolding (and an encroachment permit possibly) but not for the actual painting process.
Awnings	Sign Permit* Design Permit based on Project valuation	Yes
Lighting	Design Permit based on Project valuation or Sign Permit if associated with signage possibly.	Yes
Window or door refurbishment/ replacement	Design Permit based on project valuation	Yes
Updated facade features (ex: tile, brick, etc.)	Design Permit based on project valuation	
Project over \$10,000 in Downtown Plan and Mission Street Area Plan and \$50,000 outside of Downtown	Design Permit	

*Sign Permit required if awning includes any business name or services

**If the building is historic, some of these things that could require a Design Permit could also require a Historic Alteration Permit