

**PLANNING COMMISSION AGENDA
REGULAR MEETING OF THE PLANNING COMMISSION**

**CITY OF CERES, CALIFORNIA
City Council Chambers, 2701 Fourth Street**

Monday, July 16, 2018 – 6:00 p.m.

Mailing Address: Planning Division, 2220 Magnolia Street, Ceres, CA 95307

Phone: (209) 538-5774

Fax: (209) 538-5675

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Public Works Director, (209) 538-5732. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)

Members of the public are advised that all pagers, cellular telephones and any other communication devices are to be turned off upon entering the City Council Chambers.

CALL TO ORDER by Chairperson Smith

PLEDGE OF ALLEGIANCE to the flag led by Chairperson Smith

ROLL CALL Commissioners Condit, Del Nero, Johnson, Kachel, Chairperson Smith

CONFLICT OF INTEREST DECLARATION

CITIZEN COMMUNICATIONS to the Commission on matters not included on the agenda (5 minutes).

While the Planning Commission welcomes and encourages participation in Planning Commission meetings, adopted rules allow no more than 5 minutes (Resolution No. 2012-132) for expression of non-agenda items. Matters under the jurisdiction of the Planning Commission, and not on the posted agenda, may be addressed by the general public; however, California law prohibits the Planning Commission from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Planning Commission. Citizens are entitled to address the Planning Commission on any agenda item subject to the 5 minute provision.

CONSENT CALENDAR

All matters listed on the consent calendar are considered routine in nature and will be enacted by one motion. If discussion is required, that particular item will be removed from the consent calendar and will be considered separately.

- 1. Clerk’s Report of Posting. The Agenda for the regular meeting of the Planning Commission of July 16, 2018 was posted on July 10, 2018.
- 2. Approval of Minutes:
 - a. June 18, 2018 (All present)

CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

PUBLIC HEARING(S)

Public Hearings are generally required by regulation, where public comments go into the public record and the hearing is governed by rules concerning who speaks when and for how long and is overseen by a hearing official.

None

NEW BUSINESS

None

ADJOURN AS THE PLANNING COMMISSION TO THE CERES DOWNTOWN REVITALIZATION AREA BOARD

CERES DOWNTOWN REVITALIZATION AREA BOARD

CALL TO ORDER by Chairperson Smith

ROLL CALL Board Members Condit, Del Nero, Johnson, Kachel, Chairperson Smith

CONFLICT OF INTEREST DECLARATION

NEW BUSINESS

- 3. Ceres Downtown Revitalization Area Board (CDRAB) FY 2017-18 Quarterly Report – 4th Quarter (Hallam)
- 4. Discussion Regarding Options for a New Incentive Program for Businesses in Downtown Ceres (Hallam)

RECONVENE AS THE PLANNING COMMISSION

PUBLIC MEETING(S)

Public Meetings are generally not required by regulation, involve an open, informal discussion between interested parties run by a moderator where comments may or may not be placed in the public record.

None

UNFINISHED BUSINESS

None

MATTERS INITIATED BY PLANNING COMMISSION AND STAFF

None

REPORTS

- Commission
- Chairperson
- City Attorney
- City Staff

ADJOURNMENT

The next regularly scheduled Planning Commission meeting will be held on Monday, August 6, 2018.

**ANY DECISION OF THE PLANNING COMMISSION CAN BE
APPEALED TO THE CITY COUNCIL**

Such an appeal of a Planning Commission action from this meeting must be filed by 5:00 p.m., July 26, 2018. Any person who challenges any of the following actions in court, may be limited to raising only those issues that they or someone else raised at the Public Hearing, or in written correspondence delivered to the City of Ceres at, or prior to, the Public Hearing. The appeal must be filed in writing with a \$630.00 filing fee.

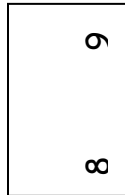
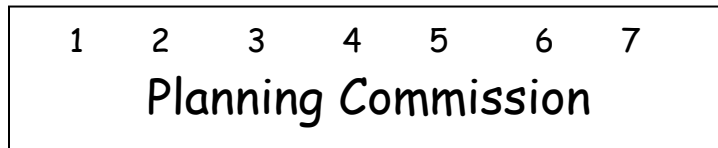
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PLANNING COMMISSION
CITY OF CERES, CALIFORNIA

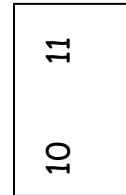
Welcome to this meeting of the Ceres Planning Commission. Your interest in the affairs of Ceres is gratifying. The City of Ceres was incorporated February 25, 1918, and is a General Law City in the County of Stanislaus of the State of California. The purposes of the Planning Commission meeting are to make decisions on various permit applications and to make recommendations to the City Council on matters concerning land use and future development.

The Planning Commission follows a regular order of business during its meeting. The agenda is prepared in advance by the Planning Division of the City Manager's Office. Copies of the agenda are available at the counter of the Planning Division from Friday morning through 5:00 p.m., Monday. After 5:00 p.m., copies may be obtained in the Council Chambers at the Planning Commission Meeting.

If you have a matter to bring before the Planning Commission which is not listed on the agenda, you may be heard under *CITIZEN COMMUNICATION*. Please step forward to the podium and give your name and address before speaking to the Commission.



- PLANNING COMMISSION**
1. Commissioner David Johnson
 2. Commissioner Gary Del Nero
 3. Commissioner Robert Kachel
 4. Chairperson Laurie Smith
 5. Vice Chairperson Couper Condit
 6. City Attorney



- STAFF**
8. Director of Engineering Services/City Engineer
Daryl Jordan
 9. Director of Community Development Tom Westbrook
 10. Senior Planner James Michaels
 11. Administrative Secretary/Deputy City Clerk
Ann Montgomery

Regular public meetings of other city government bodies are scheduled as follows:

CITY COUNCIL

Second and Fourth Mondays at 6:00 p.m.

PLANNING COMMISSION

First and Third Mondays at 6:00 p.m.

**CITY OF CERES
PLANNING COMMISSION
MEETING MINUTES**

June 18, 2018

MEETING CALLED TO ORDER: 6:00 p.m.

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Chairperson Smith.

ROLL CALL:

PRESENT: Commissioners: Condit, Del Nero, Johnson, Kachel, Chairperson Smith

ABSENT: None

ALSO PRESENT: Director of Community Development Tom Westbrook, City Manager Toby Wells, Director of Engineering Services/City Engineer Daryl Jordan, City Attorney Christopher LaGrassa, Senior Planner James Michaels, Administrative Secretary/Deputy City Clerk Ann Montgomery

CONFLICT OF INTEREST DECLARATION:

None

CITIZEN COMMUNICATIONS:

- Dave Pratt, Ceres Citizen

Mr. Pratt announced that the Veterans Employment Committee is having a fundraising event; a drive-thru dinner on July 24th at Texas Roadhouse on Sisk Road. The cost is \$15 per ticket and he has flyers if anyone is interested.

- Leonard Shepherd, 2841 Fowler Road, Space 71, Ceres, CA

Mr. Shepherd asked if anyone knew what June 26th is. He explained that it is his 25th anniversary of moving to Ceres, as he became a citizen of Ceres on June 26, 1993. Mr. Shepherd noted that a lot has happened since then; some of it good and some not so good. He went on to say that he has heard people complaining about the construction on Service Road, but has reminded them that they've been wanting those improvements for 20 some years. He is happy that in a short time, Service and Mitchell will be done, we'll welcome Walmart, and we'll forget about the little bit of inconvenience.

Chairperson Smith thanked Mr. Shepherd for his comments and for 25 years of Citizen's service to the City of Ceres.

CONSENT CALENDAR:

1. Clerk's Report of Posting. The Agenda for the regular meeting of the Planning Commission of June 18, 2018 was posted on June 14, 2018.
2. Approval of Minutes:
 - a. May 7, 2018 (all present)
 - b. May 21, 2018 (all present)

ACTION: It was moved by Commissioner Condit; seconded by Commissioner Del Nero to approve the Consent Calendar. Motion passed by the following vote:

AYES: Commissioners Condit, Del Nero, Johnson, Kachel, Chairperson Smith
NOES: None
ABSENT: None

CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

None

PUBLIC HEARINGS:

3. Site Plan Approval (17-18 SPA); Proposal for the construction of a 14,000 square foot building for the manufacturing of almond hopper trailers at 2230 Rockefeller Drive. Ernie Ott, applicant. *(This item is continued from the May 21, 2018 meeting.)*

Senior Planner, James Michaels presented the staff report.

Mr. Michaels stated that staff and the applicant have been working on resolving the three issues that were discussed at the May 21, 2018 meeting. There were three conditions involved that staff needed to make modifications on or eliminations to address those issues:

- Condition B.5, which relates to the landscaping along the frontage of the south adjoining property. Staff went out on June 13, 2018 and checked the status of how the layout was. Staff was of the opinion that it's in a better managed state right now, so as a result they eliminated that condition.
- Condition B.6, which relates to the required reciprocal access agreement between the subject site and the south adjoining property. This is due to the Fire Department needing the ability to get through the property. Mr. Michaels explained, that what staff did was contact the Fire Department staff to confirm with them, and they determined that for Phase 1, the access proposed by the applicant was sufficient without the need for a turnaround. But, for the Phase 2 building, the Fire Department did indicate the applicant would have to provide a turnaround or reciprocal access agreement. So the condition has been modified to reflect that.

- Condition B.8.e, which pertains to the concreting of the entire truck/storage/parking area as well as some of the access area. Staff has been working with the applicant, even up to and including today. Mr. Michaels explained that he has a revised condition that he would like to read into the record. For Condition B.7.e, noting that it was previously listed as condition B.8.e, would read as follows: *“The landscape area along the project frontage and the driveway entrances from Rockefeller Drive shall be completed during the Phase 1 process. The access/driveway, truck and trailer parking and storage area, and the employee/guest parking area are allowed to be rock/gravel material during Phase 1. When the Phase 2 building is proposed for construction, the applicant agrees to remove the rock/gravel material from these three areas and replace that material with asphalt pavement or concrete and provide parking lot striping prior to occupancy of the building. If the approval of the project entitlement and the building permit application for the Phase 2 building expire prior to its completion, the applicant shall cease and desist the storage use of the property.”*

Mr. Michaels reported that the applicant is in agreement with these revised conditions of approval, as recommended by staff.

Chairperson Smith asked Mr. Michaels if he would like to address Item 8.f. that is also noted in the staff report.

Mr. Michaels stated there was no change.

Chairperson Smith summarized; at the last meeting there were three areas of concern that have been addressed to the satisfaction of the applicant.

The Public Hearing was opened at 6:12 p.m.

- Bob Braeden, Robert Braeden Consulting, PMB #185, 2900 Standiford Avenue, Modesto, CA

Mr. Braeden remarked that working with Mr. Westbrook and Mr. Michaels has been very good. Many times, people say you can't do that, but they took it and said, let's see how we can make it work. And we're very happy to have made it work and everyone is happy. Ernie Ott, the owner and the applicant is very happy. So he believes what they've come to is a very good agreement with each other and he thanked staff very much for their cooperation. Mr. Braeden stated that if there are any questions, he would be more than happy to answer them.

Chairperson Smith thanked Mr. Braeden for his patience and cooperation, with working with our very excellent staff.

- Dave Pratt, Ceres Citizen

Mr. Pratt stated this is going to be an interesting project, noting there was an almond huller previously on Mitchell Road, and for a while just on the other side of the overpass on Service Road.

ACTION: It was moved by Commissioner Condit; seconded by Commissioner Kachel to approve PC Resolution 18-15 with the revised Condition of Approval B.7.e. Motion passed by the following vote:

AYES: Commissioners Condit, Del Nero, Johnson, Kachel, Chairperson Smith
NOES: None
ABSENT: None

NEW BUSINESS:

4. Proposed Improvements for Active Transportation Program Grant Funding:
 - a. Bicycle and Pedestrian Improvements on Hatch Road
 - b. Eastgate Boulevard Bicycle Connectivity

Director of Engineering Services/City Engineer, Daryl Jordan gave the presentation.

Comments:

- Mr. Leonard Shepherd commented that he used to ride a bike many years ago, but his knees won't allow it any longer. On Hatch and Moffett, he has seen bicyclists and pedestrians that don't pay any attention to the fact that there's traffic on that road. He's hoping that these improvements can be made easily and then suggested that we start working on education; perhaps going to grammar schools and teaching the students how to ride a bike along the roadways, safely.
- Mr. Pratt remarked that he finds a lot of times that drivers will be courteous to him (as a bicyclist) and he tries to be courteous to them, but bicyclists need to be proactive.
- Commissioner Del Nero inquired this has nothing to do with the gas tax?

Mr. Jordan confirmed that is correct.

PUBLIC MEETING(S):

None

UNFINISHED BUSINESS:

None

MATTERS INITIATED BY PLANNING COMMISSION AND STAFF

None

REPORTS:

Director of Engineering Services/City Engineer Daryl Jordan reported that today was the first day of closure for Service Road to Mitchell. He advised the Commission to avoid that area as best they can, and we'll try to keep traffic control under control.

Director of Community Development, Tom Westbrook announced:

- Tomorrow night at 6:30 p.m. is the third of the Concerts In-The-Park series. It's Lavonne and Train Wreck. Firefighters are out there barbequing some hamburgers and hot dogs, and they've also introduced a "Maker's Market" where folks have made items in their home and have them displayed out there.
- Staff is getting ready to release the Specific Plan and the Environmental Impact Report for the Whitmore Ranch project that we've been working on for some time. That will be out later this month or the beginning of July.

ADJOURNMENT:

The Commission adjourned at 6:26 p.m. to the next regularly scheduled meeting of Monday, July 16, 2018.

APPROVED:

Laurie Smith, Chairperson

ATTEST:

Tom Westbrook, Secretary

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City Council

Chris Vierra, Mayor
Ken Lane Bret Durossette
Mike Kline Linda Ryno

**STAFF REPORT AND
RECOMMENDATION**

Ceres Downtown Revitalization Area Board Meeting of July 16, 2018

DATE: July 16, 2018

TO: Ceres Downtown Revitalization Area Board

FROM: Steven Hallam, Redevelopment and Economic Development
Manager

SUBJECT: Ceres Downtown Revitalization Area (CDRAB) FY 2017-18 Quarterly
Report – 4th Quarter

BACKGROUND

At the request of the Ceres Downtown Revitalization Area Board (CDRAB) staff presents revenue and expenditure reports for each quarter. The following is the 4th quarter report for FY 2017-18.

DISCUSSION

The Ceres Downtown Revitalization Area is a business improvement district organized under the California Streets and Highways Code Section 36500. Business Improvements Districts, commonly referred to as BIDs, are created to generate revenue from a specific source for a specific purpose. The Ceres Downtown BID was created to “generally” benefit businesses in the downtown by providing projects and activities that will bring citizens and customers to the Downtown as well as creating aesthetic enhancements to the important community meeting place.

Summary of CDRAB Activities: April 1, 2018 – June 30, 2018

1. CDRAB Financial Summary for the 4th Quarter

During the 4th Quarter of FY 2017-18, staff continued to oversee all general activities in the Ceres Downtown Revitalization Area through the ongoing implementation of the Council-approved CDRA Annual Report for FY 2017-18.

As a reminder, the proposed Annual Report identifies planned expenditures of the CDRAB throughout FY 2017-18, including ongoing implementation of the approved Downtown Façade Improvement Program, continued funding to support a way-finding signage program, and other general activities.

As noted in the attached financial summary, the expenses for 4th Quarter FY 2017-18 were \$2,325.53, while total revenue for the same period was \$3,138.76. As the past fiscal year closed on June 30, 2018, the ending cash balance in the CDRAB Fund is \$83,981.90, an increase over the FY 2016-17 budget year which had an ending cash balance reserve of \$79,920.12.

Total expenses for this past fiscal year fell below estimated expenditures by \$4,116.75, not even counting the unexpended funds reserved for the Downtown Façade Improvement matching grants, a new Business Incentive Program study, and the future Way Finding Sign Program (\$26,000). Additionally, actual revenue received through the fiscal year exceeds that projected by \$575.03. Adequate reserves remain available in this cash balance to fund the special activities approved by the CDRA Board and City Council in this year's FY 2018-19 Annual Report.

2. *CDRAB Activities for Fourth Quarter, FY 2017-18*

Normal activities in the Ceres Downtown Revitalization Area continued through the 4th Quarter of FY 2016-17, which include standard maintenance of sidewalks, trash receptacles and landscape pockets, along with rotation of five large overhead banners promoting the downtown seasonal and signature events.

Specific activities for this past fourth quarter included the Ceres Street Faire on May 5-6 which offered the popular Ceres Street Faire Parade, with this year's theme offering a "Centennial Parade", commemorating the City's 100-year celebration. In June, the annual Concerts in the Parks series began, based on this year's theme: "Music Through The Decades". Additionally, the Ceres Fire Department provided a weekly BBQ, and a "Makers Market", featuring handmade items by local crafters, was offered.

It should be noted that during this past quarter there have been some property ownership and lease space changes, resulting in less social/professional service businesses to a broader mix of retail and restaurant/lounge businesses.

Downtown Façade Improvement Program

As reported previously, the City continues to offer the Ceres Downtown Façade Improvement (DFI) Program. During the past quarter there have been no inquiries about the Program from downtown business or property owners, nor have any formal applications been filed with the City. Nonetheless, in May the City Council took action to extend for an additional two years the current Agreement for Professional Services that the City previously entered into with three pre-selected architectural firms. As noted during the DFI Program's adoption, this is simply one additional tool in the City's tool box now available to support revitalization efforts in downtown.

3. *Ceres and Stanislaus-Ceres Successor Agency Activities Affecting Downtown*

There was no significant action by the City's two Successor Agencies to the former Redevelopment Agencies that affected downtown interests.

CONCLUSION

Staff recommends that the Ceres Downtown Revitalization Area Board accept this 4th Quarter Report of the 2017-18 fiscal year.

ATTACHMENTS

Exhibit A: Financial Statement 4th Quarter FY 2017-18

EXHIBIT A

CITY OF CERES
DOWNTOWN REVITALIZATION

4TH QUARTER FINANCIAL STATEMENTS
APRIL 1, 2018 THROUGH JUNE 30, 2018

					4TH QTR		
BEGINNING CASH BALANCE							\$79,920.12
REVENUE	FY2017-18 BUDGET	1ST QTR REVENUE	2ND QTR REVENUE	3RD QTR REVENUE	4TH QTR REVENUE	YEAR TO DATE	
INTEREST	\$200.00	\$253.83	\$69.09	\$0.00	\$273.80	\$596.72	
ASSESSMENTS	\$12,750.00	\$3,281.69	\$3,358.53	\$3,423.13	\$2,864.96	\$12,928.31	[101.40%]
TOTAL REVENUE	\$12,950.00	\$3,535.52	\$3,427.62	\$3,423.13	\$3,138.76	\$13,525.03	
EXPENDITURES	FY2017-18 BUDGET	1ST QTR EXPENDITURE	2ND QTR EXPENDITURE	3RD QTR EXPENDITURE	4TH QTR EXPENDITURE	YEAR TO DATE	BALANCE
LEGAL SERVICES	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SUBSCRIPTIONS & MEMBERSHIPS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
ELECTRICITY AND GAS	\$6,000.00	\$522.71	\$713.59	\$713.02	\$700.61	\$2,649.93	\$3,350.07
POSTAGE	\$25.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00
ADVERTISING (Annual Report)	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
*CONTRACT SERVICES	\$7,500.00	\$2,182.60	\$1,590.40	\$1,415.40	\$1,590.40	\$6,778.80	\$721.20
OFFICE SUPPLIES	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
DUPLICATING SUPPLIES	\$25.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00
MATERIALS & SUPPLIES	\$25.00	\$0.00	\$0.00	\$0.00	\$34.52	\$34.52	(\$9.52)
WAY FINDING SINGAGE	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
COMMERCIAL FAÇADE PROGRAM	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00
DOWNTOWN INCENTIVE PROGRAM	\$20,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00
TOTAL EXPENDITURES	\$39,675.00	\$2,705.31	\$2,303.99	\$2,128.42	\$2,325.53	\$9,463.25	\$30,211.75
ENDING CASH BALANCE							\$83,981.90

*CONTRACT SERVICES

1. Landscape Maintenance (HTC)	\$1,415.40
2. Seasonal Banners (Sierra Installations)	\$175.00
	\$1,590.40



City Council

Chris Vierra, Mayor
Ken Lane Bret Durossette
Mike Kline Linda Ryno

**STAFF REPORT AND
RECOMMENDATION**

Ceres Downtown Revitalization Area Board Meeting of July 16, 2018

DATE: **July 16, 2018**

TO: **Ceres Downtown Revitalization Area Board**

FROM: **Steven Hallam, Redevelopment and Economic Development
Manager**

SUBJECT: **Downtown Business Incentive Program**

BACKGROUND

In consideration of the FY 2017-18 Annual Report, the Ceres Downtown Revitalization Area (CDRA) Board recommended that some reserve funds in the CDRA budget be set aside for the purpose of funding some type of business incentive program for eligible businesses in the boundaries of the CDRA. Subsequently, the City Council approved the FY 2017-18 Annual Report and budget to include such an expenditure following consideration and recommendation from the Board on program specifics. At a regular Board meeting in August of last year, staff shared with the Board a brief handout summarizing some of the general types of incentive programs that cities, or other public agencies, have developed and put in place. At the time, staff reported that this topic would return to the Board for further discussion, which could be prompted by any requests that might arise throughout the fiscal year as the 4th Street Improvement Project moved ahead. No further action on this topic was subsequently brought back for Board consideration and/or recommendation.

In recommending Council approval of the FY 2018-19 CDRA Annual Report and proposed budget, which retained a proposed expenditure for a Downtown Incentive Program, the Board asked that this topic be placed on a future agenda for Board discussion and consideration.

DISCUSSION

The Ceres Downtown Revitalization Area is a business improvement district organized under the California Streets and Highways Code Section 36500. Business Improvements Districts, commonly referred to as BIDs, are created to generate revenue from a specific source for a specific purpose. The Ceres Downtown BID was created to “generally” benefit businesses in the

downtown by providing projects and activities that will bring citizens and customers to the Downtown, as well as creating aesthetic enhancements to this important community meeting place.

The approved CDRA Annual Report for FY 2018-19 retains a proposed activity identified as a "Downtown Incentive Program". Funding in the amount of \$10,000 has been allocated from CDRA fund reserve balance that may be expended on such a program. No specific program parameters have yet been established.

In consideration of this type of program, staff began by examining a broad range of programs established in certain small and large cities that include some type of business incentive program. Most downtown incentive programs are created in an effort to encourage, or leverage, the investment of private financial resources by property owners and/or business owners in central business areas where revitalization is desired. This research revealed a broad range of programs, and has been summarized on the attached exhibit.

As the Board considers this information, public input will be welcomed from interested downtown property owners and merchants. Any final incentive program considered by the Board will be forwarded to the City Council for their final consideration and action.

CONCLUSION

Staff recommends that the Ceres Downtown Revitalization Area Board consider this topic and invite public comment in an effort to generate additional ideas on possible incentives. If a consensus is achieved, the Board should then provide direction to staff and further work can commence on a desired direction or specific program for subsequent consideration and action by the Board and City Council.

ATTACHMENTS

Exhibit A: Examples of Common Incentives for Downtown Revitalization

Some Examples of Common Incentives for Downtown Revitalization

Incentive Type	Description	Source of Funds for Incentive	Notes
Fee Waivers	Waive city fees for permit applications, utility connections, and plan reviews.	General Fund or dedicated local agency funding source.	Applicable fees are not extra revenue for city – they are set to recover a specific service cost to the agency. Waiver requires underlying service to be subsidized by some replacement funding source (CDRA Reserve). Impact to the Agency’s General Fund.
Expedited Local Permit Processing	Provide special assistance and/or expedited permit processing for eligible applicants seeking development permits on buildings and/or land uses in the downtown.	May not require local subsidy.	Some steps already in progress to support this incentive type.
Property Tax Rebates	Provide rebates to eligible business funded by Increase in tax assessments resulting from new construction or improvements. Commonly known as TIF (tax increment).	Local share of property taxes received by local agency.	No longer viable in California due to Governor and Legislature abolishing Redevelopment. New TIF/EIFDs are not practical in low-tax counties like Stanislaus.
Sales Tax Rebates	Provide a rebate to eligible business funded by a portion of new sales taxes received by the local agency directly associated from that business.	Local share of sales and/or mill taxes collected/received by local agency.	Receipt of new/increased sales taxes by local agency lags well behind the opening of new business. Additionally, rebate results in less revenue to the City’s General Fund.
Façade Design/Improvement Grants	Provide grants (i.e. matching) to an eligible business to encourage rehabilitation of the exterior façade in a designated area of the City	General Fund or dedicated local agency funding source.	Funding source is either a special fund (CDRA) or City’s General Fund. [Note: has not proven effective, primarily due to California prevailing wage requirements for related construction.]
“Buy Local” Supplies Program	Local building materials supply store offers eligible downtown property owners a discount (5% to 20%) on purchases from local source.	Private subsidy through retail price reduction offered by vendor.	Would require local retailer willing to participate in program and offer “buy local” discount.

Incentive Type	Description	Source of Funds for Incentive	Notes
Downtown Festival or Programming Grant	Provide mini-grants to eligible organizations or individuals organizing special events or festivals held in downtown and open to the general public.	General Fund or dedicated local agency funding source.	Goal is to encourage/support festivals and special events in downtown that attract visitors and/or generates activity (would not support private/political events).
General Financial Incentives			
Grants	Assistance that does not have to be repaid. Generally offered at State/Federal level. Examples of federal grant programs include U.S. Economic Development Administration, CDBG, and various specialized federal programs.	State and Federal funds	Highly competitive, with awards typically related to jobs creation, economically-depressed neighborhoods, or benefits to low/moderate income residents. Can require extensive monitoring efforts.
Loans	Permits business/property owners who may have difficulty borrowing from the private sector to obtain funding at market or below-market rates, often with reduced equity required.	State or Federal loan assistance programs.	Public loan programs often have a higher default rate due to the higher risk of the loan and can result in financial loss to taxpayers.
Revolving Loans	Repayments from outstanding loans are “recycled” to make loans to other businesses.	Local, State or Federal sources of funds for original loans.	Revolving loan funds can provide a self-renewing pool of funds once they are established and the loans are being repaid.
Loan Guarantees	A governmental unit assures payment of a large portion of a private bank loan in case the borrower company defaults.	Local, State or Federal source of funds for guaranty.	Loan guarantees can expand pool of interested private banks by reducing private risks of loan.
Loan Pooling	Two or more lenders contribute to a fund from which loans are made.	Generally, private funding sources.	Minimizes risks of lending for a sole lender.
Equity Financing	As a condition of the governmental financial assistance, the governmental entity is given a portion of part ownership in an enterprise.	Local, State or Federal source of funds for original loans.	Process can become complicated and require management involvement.