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Staff Report

ITEM 10

To: Lemoore City Council
From: Judy Holwell, Redevelopment Project Manager
Date: March 31, 2011
Subject: Brick Stamping – Downtown

Discussion

On March 15, the Redevelopment Agency (RDA) Board approved changes to the Facade Improvement Program Guidelines. One item of consideration was whether the brick stamping requirement in Downtown should be required when a storefront is improved. Since this item would need Council approval, the Board directed staff to present the brick stamping requirement at the next regularly scheduled Council meeting and request relief from the requirement for all façade projects, regardless of funding source.

The brick stamping originated as part of a Downtown Streetscape Project between the years 2000 and 2002 and was meant for beautification and to connect irrigation and electrical throughout the area. However, the stamping was only done to sidewalks that were being replaced due to safety hazards and only when the property owner chose to pay the additional cost for the brick stamping (see attached letter dated July 18, 2000). Since that time, it appears that no property was required to install brick stamping until this past year when The Body Shop, Lucy's Hair Studio, and Lemoore Food Locker had construction and façade improvements done to their properties. Other property improvements were done downtown in which no brick stamping was required such as, Tech's Day Spa, Maria's Furniture, and Lemoore Furniture. In addition, no brick stamping was installed during the Antlers Hotel renovation or the depot/arbor projects. The attached map identifies the current location of brick stamping downtown.

It was suggested that this item might be better suited as an overall downtown streetscape improvement project paid for by the RDA instead of being piecemealed one project at a time and likely never achieving completion. In addition to waving the requirement for façade projects, staff recommends at this time the brick stamping only be required when a sidewalk in the Downtown area is replaced. In addition, five façade projects have gone through the Architectural Design Review process and are approved with the brick stamping as a condition of approval. Staff recommends that this condition be eliminated and letters be sent to the applicants alerting them to the change.

Budget Impact

None.

Recommendation

That Council rescind the brick stamping requirement Downtown unless the project already includes repairs to or replacement of the sidewalk, including projects already approved but not yet under construction.