



Retail Marketing, Promotion and Improvements

An Incentive Program for Danville Retail Businesses

Danville's shops and restaurants are an integral part of the authentic Danville experience that attracts both locals and consumers from the regional market area. The Town of Danville, in partnership with the Danville Area Chamber of Commerce, has launched a "Danville In Style" campaign to tie together all the diverse retail business interests under one umbrella to project the strength, stability and uniqueness of our town's retail options.

To further implement this campaign, and to provide enhanced support of Danville's retail sector during these challenging economic times, the Danville Town Council approved a Retail Retention and Promotion Incentives Program ("Retail Incentives Program") on March 3, 2009.

THREE MAJOR INCENTIVES

A. Retail Retention: Marketing and Promotion Incentives

Grant funding is available to all Danville retail¹ businesses located in commercial districts for professional marketing consultation, the creation of a marketing strategy and implementation of this strategy. Grant funding is also available to retail centers or areas for the development of cooperative advertising to promote its retail merchants.

B. Retail Expansion: Retail Façade Improvements and Fee Waivers

Recognizing that Danville has an opportunity to assist new and existing retailers in the downtown core² with physical improvements, grant funding is available to all Danville retail businesses located in the downtown core for façade design consultation, façade improvements and fee waivers to help implement these improvements. The Town is also offering the services of a "Business Concierge" to help facilitate the processing of all necessary permits.

C. Modified Zoning Requirements

In response to requests for more outdoor seating and increased promotional signage, the Town is offering, for a specified period of time, some changes to zoning requirements that will bolster traffic and engage the consumer with an appealing street presence.

¹ Retail uses are defined by the Danville Downtown Business District Ordinance.

² Downtown core is defined as Downtown Business District (DBD) Areas 1, 2 and 2A. Please refer to attached map of Downtown Business Districts.



MORE ABOUT RETAIL MARKETING AND PROMOTION INCENTIVES

1. Marketing Assistance Program

Grant funding is available on a business-by-business basis, to provide Danville retailers located within commercial districts with one or more of the following:

a. Marketing Audit and Strategy Session: A one-on-one consultation with a pre-qualified marketing consultant, to provide:

- A competitive audit to assess the merchant's existing product offerings, the store experience, competitive advantages, and an assessment of current marketing approach
- A marketing strategy that promotes the retailer's competitive advantage, integrates the umbrella "Danville In Style" campaign into the strategy for consistency and broad appeal, and identifies opportunities for strengthening the retailer's position
- An action plan to implement these strategies

A maximum amount of \$1,000 in grant funding is available for one Marketing Audit and Strategy Session per business. The Town will provide a list of pre-qualified consultants for the retailers to choose from.

b. Marketing Strategy Implementation: Grant funding is also available, for an amount up to \$2,000 per business, to allow retailers to implement their marketing strategies, including such outreach actions as advertising, printing and distribution of marketing materials. NOTE: To qualify for this grant, a 25% funding match is required AND the qualified business must have first participated in a Marketing Audit and Strategy Session.

c. Web Marketing: Finally, and at no charge, all Danville retail businesses can develop its own web page on the "Danville In Style" web site to feature store offerings and images provided by the retailers to reflect the diverse and appealing offerings of Danville's retailers, restaurants and service businesses. NOTE: The business owner must provide the information and professional photography for the web site.

2. Cooperative Advertising Assistance Program

Grant funding is available to allow Danville retail centers and areas to create cooperative advertising vehicles that all merchants within that area can participate in. The amount of grant funding varies, as defined below:

a. Managed Retail Areas: Grant funding assistance of up to \$2,500 per retail center is available toward the development of a cooperative advertising vehicle to promote the retailers and restaurants within a managed retail center (e.g., Livery & Merchantile, Rose Garden, etc.). NOTE: To qualify for this grant, a minimum 100% funding match is required. In addition, all cooperative advertising must feature the "Danville In Style" logo.



- b. Other Retail Areas: Grant funding assistance up to \$7,500 per retail area is available toward the development of a cooperative advertising vehicle to promote Danville retailers and restaurants within shopping areas that are not managed by an agency (i.e., “Old Town”).
NOTE: This amount represents the maximum grant available to a pre-defined geographical retail area, and will be made available directly to a non-profit business organization representing the retail area. The actual funding will be determined by the extent of the geographic area and the number of retailers represented therein. A minimum 50% funding match would be required. In addition, all cooperative advertising must feature the “Danville in Style” logo.
- c. Web Marketing: This initiative affords free promotional and advertising presence on the “Danville In Style” website for all cooperative advertising vehicles developed as a part of this program.
NOTE: The property manager or the business organization must provide the business information and professional photography for the web site.

All grant funding will be provided on a reimbursement basis.

MORE ABOUT RETAIL FAÇADE IMPROVEMENTS AND FEE WAIVERS

The Town understands that the look and feel of our core downtown (DBD Areas 1, 2 and 2A) along Hartz and Railroad Avenues, south of Linda Mesa, are an integral part of communicating the authentic Danville brand. The following initiatives are designed to support the expansion of a retail presence in these areas through the funding of tenant improvements and providing fee waivers.

1. Façade Design Consultations

Grant funding of up to \$1,500 per retail tenant is available to existing and new Danville retail tenants within Downtown Business Districts 1, 2 and 2A, for a consultation with a pre-qualified firm to design façade improvements for their location. Eligible designs would include new paint color palettes, signage, awnings and front window displays and lighting. NOTE: To receive the funding, the business must implement the façade improvements. Businesses would be able to select a consultant from a list of pre-qualified Danville design firms.

2. Retail Façade Improvements

Grant funding assistance up to \$7,500 or 75% of the total improvement cost (whichever is less), is available for retail storefront façade improvements located within DBD Areas 1, 2 and 2A. Eligible use of funds includes a variety of exterior improvements including new paint, signs, awnings and front window displays and lighting. NOTE: This grant represents a maximum loan amount per business/building, with funding to be provided on a reimbursable basis. Loan amounts are written down over an 18-month period in equal amounts as long as the business remains in operation during that period. All improvements are subject to compliance with applicable Town codes and ordinances. Any improvements that would involve the alteration of a building will require property owner consent. Preference must be given to Danville service businesses to implement these improvements ³.





3. Permit Processing Assistance and Fee Waivers

Permit processing assistance and fee waivers are available for new and existing Danville retail tenants locating in Downtown Business District Areas 1, 2 and 2A, including:

- a. Business Concierge Service (Permit Processing Assistance)
- b. Waiver of Building Permit Plan Check Fees
- c. Waiver of Building Inspection Fees
- d. Waiver of Business License Fee
- e. Waiver of Parking in Lieu Fee

Given the unique nature of tenant spaces in the downtown, each request will be handled on an individual basis. To begin the process, please contact the Business Concierge, Jill Bergman at (925) 314-3369.

MODIFIED ZONING REQUIREMENTS

This set of initiatives is designed to relax zoning requirements related to promotional signage and outdoor seating, for a period of time ending on December 31, 2010.

1. Temporary Promotional Signage Regulations

This initiative temporarily modifies the Danville sign ordinance requirements on commercial properties in Danville, to:

- a. Extend the time frame for the display of temporary promotional signage from 45 days to 90 cumulative days a year, with a maximum consecutive display period of 15 days.
- b. Permit the inclusion of the business name used to promote businesses on freestanding A-frame signage, positioned on private property along the property frontage.
- c. Waive temporary/promotional signage requirements for special events that are sponsored or co-sponsored by the Town of Danville.

NOTE: All other elements of the Sign Ordinance would apply.

2. Expansion of Outdoor Seating

This initiative would relax outdoor seating requirements allowing existing restaurants located in Downtown Business District Areas 1, 2 and 2A to increase outdoor seating up to a 50% match of authorized seating capacity, without triggering parking in-lieu fee obligations. The increased outdoor seating would be allowed as long as the seating is located on private property, along a tenant's building frontage, and is in compliance with applicable Town, Fire and Building code requirements.

³ Grantee shall obtain at least three competitive bids for the façade improvements, and shall award the bid to a Danville business if the Danville business provides a bid within 10% of the competitive range.



Retail Incentives Program Application

Applicant: _____

- Organization
 Business Owner
 Property Owner

Business Address: _____

Contact Information: Phone: _____

Email: _____

1. Please select from A or B.

A. Marketing Assistance Program Select as many as desired.

For Individual Retailers (Available to retailers anywhere in Danville’s Commercial Districts.)

- Marketing Audit and Strategy Session *(Valued up to \$1,000 per business)*
 Preferred Firm #1 _____
 Preferred Firm #2 _____

- Marketing Implementation *(Valued up to \$2,000 per business)*

- Web Marketing - Free Web Page *(Valued up to \$100 per business)*

For Retail Areas - Cooperative Advertising (Available to retail centers or areas in Danville Commercial Districts or “Old Town.”)

- Managed Retail Area *(Valued up to \$2,500 per retail area)*

- Other Retail Area *(Valued up to \$7,500 per retail area located within “Old Town”, amount dependent upon extent of area)*

B. Façade Improvement Program* Available to retailers in Downtown Business Districts 1, 2 and 2A

- Design Consultation *(Valued up to \$1,500 per business/building)*
 Preferred Firm #1 _____
 Preferred Firm #2 _____

- Façade Improvements *(Valued up to \$7,500 or 75% per business/building, whichever is less)*
 Please use the back of the form to provide a project description for your store.

Preferred Firm Contractor: _____

Local Danville Contractors preferred**





2. Please select all assistance requested.

C. Permit Processing and Fee Waivers

(Available to retailers located in Downtown Business Districts 1, 2 and 2A)

Check all that apply:

- Business Concierge Service
- Building Plan Check Fee Waiver
- Business License Fee Waiver
- Parking In-Lieu Fee Waiver

Business Owner: _____ Business Name: _____

Business Address: _____ Ste: _____

Assessor's Parcel Number (APN): _____

Property Owner: _____ Property Owner Phone: _____

Property Owner Email: _____

Property Mgr (if applicable): _____ Property Mgr Phone: _____

Property Mgr Email: _____

Project Description: _____

NOTES:

1. All consultant contracts (marketing, architectural) are to be executed between the applicant and the consultant.
2. All grant funding is provided on a reimbursable basis, and would be provided only upon proof of expenditures and demonstration of appropriate funding match, if applicable. A copy of all consultant products (strategy plan, architectural plans, color palettes, signage specifications, etc.) shall be provided to the Town as a part of the reimbursement request.
3. All grant funding applications are subject to the review and approval of the Town of Danville, and may necessitate changes to the request.

*If changes modify the building, the landlord or property owner must sign below:

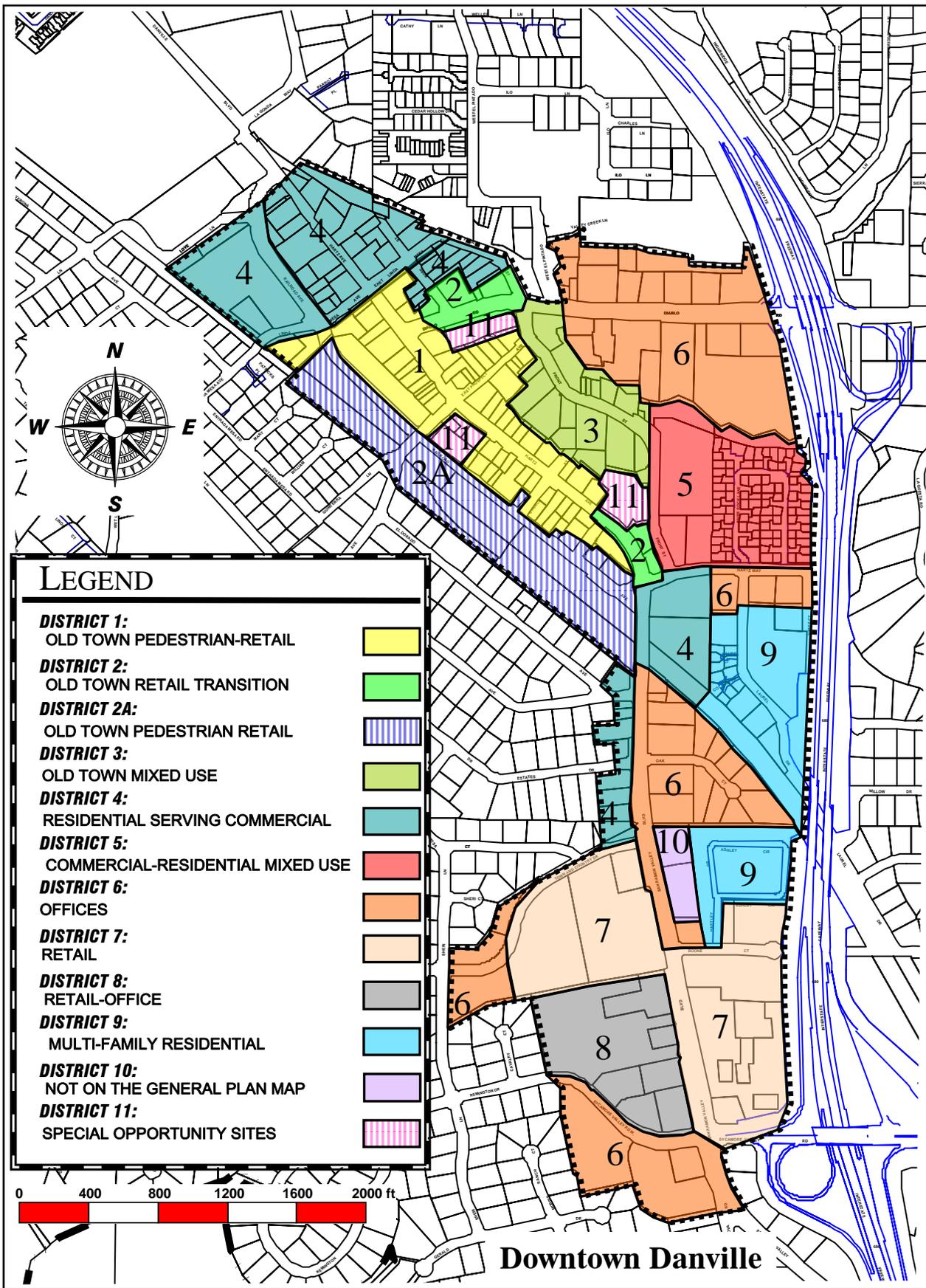
Landlord/Prop. Mgr Printed Name: _____

Landlord/Prop. Mgr Signature: _____

**If there are 3 bids and a Danville business is within 10%, the Danville business must be selected.

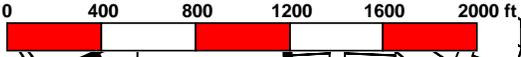
510 La Gonda Way, Danville, CA 94526 • (925) 314-3369





LEGEND

- DISTRICT 1:**
OLD TOWN PEDESTRIAN-RETAIL
- DISTRICT 2:**
OLD TOWN RETAIL TRANSITION
- DISTRICT 2A:**
OLD TOWN PEDESTRIAN RETAIL
- DISTRICT 3:**
OLD TOWN MIXED USE
- DISTRICT 4:**
RESIDENTIAL SERVING COMMERCIAL
- DISTRICT 5:**
COMMERCIAL-RESIDENTIAL MIXED USE
- DISTRICT 6:**
OFFICES
- DISTRICT 7:**
RETAIL
- DISTRICT 8:**
RETAIL-OFFICE
- DISTRICT 9:**
MULTI-FAMILY RESIDENTIAL
- DISTRICT 10:**
NOT ON THE GENERAL PLAN MAP
- DISTRICT 11:**
SPECIAL OPPORTUNITY SITES



Downtown Danville

Retail Retention Promotion Incentives Breakdown

Incentives	Maximum Funding Amount	DBD 1, 2, 2A New Retail	DBD 1, 2, 2A Existing Retail	Restaurant outside DBD 1, 2, 2A	Restaurants in DBD 1, 2, 2A	New & Existing Retail Business Outside DBD 1, 2, 2A	Other Businesses Service & Commercial
Retail Marketing and Promotion							
Retail Marketing Workshop	free to all businesses	X	X	X	X	X	X
Marketing Assistance							
Marketing Strategy (20 businesses)	\$1,000 per business	X	X			X	
Marketing Strategy Implementation (20 businesses)	\$2,000 per business	X	X			X	
Web Marketing Presence (all businesses)	\$100 value per business	X	X	X	X	X	X
Cooperative Advertising Assistance							
Managed Retail Areas (5 centers)	\$2,500 per retail area	X	X	X if with retail		X	
Other Retail Areas (Old Town) (1 area)	\$7,500 per retail area	X	X		X if with retail		
Web Marketing Presence (all businesses)	\$100 value per business	X	X	X	X	X	X
Retail Improvements							
Façade Design Consultation (25 businesses)	\$1,500 per business	X	X				
Façade Improvements (25 businesses)	\$7,500 per business	X	X				
Permit Processing Assistance and Fee Waivers	varies per application	X	X				
Modified Zoning Requirements							
Temporary Promotional Signage Regulations	N/A	X	X	X	X	X	X
Expansion of Outdoor Seating	TBD				X		

**Town of Danville
Retail Façade Improvement Program
Pre-qualified Danville Architectural Firms**

<p>Banducci Associates Architects, Inc. David Banducci 222 Railroad Avenue Danville, CA 94526 (925) 362-9711 d.banducci@baarchitects.com www.baarchitects.com</p>	<p>William Wood Architects Bill Wood 301 Hartz Avenue, #203 Danville, CA 94526 (925) 820-8233 billwood@williamwood.com www.williamwoodarchitects.com</p>
<p>Barry & Volkmann Architects Blair Barry 402 Hartz Avenue Danville, CA 94526 (925) 837-1422 blairb@bvarchitects.com www.bvarchitects.com</p>	<p>Craig & Grant Architects Galen Grant 301 Hartz Avenue, #213 Danville, CA 94526 (925) 820-5858 cga@craigandgrant.com www.fcgainc.com</p>