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# Storefront Improvement Program (SIP)



**Wheat & Water**  
5737 La Jolla Blvd

The Storefront Improvement Program aims to revitalize neighborhoods by assisting business and property owners with projects that improve their building's curb appeal.

## Benefits

- Professional design assistance
- Financial incentive

# Eligibility

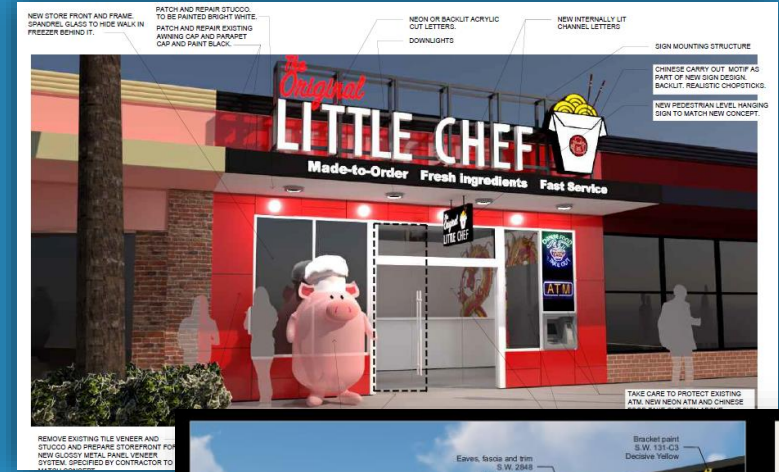
## Applicants

- Located in the City of San Diego
- Valid Business Tax Certificate
- Facing the public right of way
- Street-level

## Eligible Improvements

- Building paint and decorative material
  - Windows and doors
  - Awnings and signage
  - Lighting
  - Landscaping, planters and trees
  - Murals
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# Professional Design Assistance



# Program Incentives

## Standard Incentive

- Single small business (25 or fewer employees)
- 50% of total project cost (\$8,000 maximum)
- Additional 30% for Promise Zone

## Multi-Tenant Property Owner Incentive

- Property with 3+ street-facing, small business tenants
- 50% of total project cost (\$16,000 maximum)
- Additional 30% for Promise Zone

## Historic Restoration Incentive

- Properties designated as historic structure/building
  - 75% of total project cost (\$12,000 maximum)
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# Storefront Improvement Program Trends

**Which type of business  
participates the most in SIP?**

- A. Food & Beverage
- B. Laundry Mats
- C. Offices
- D. Retail Stores

## Common Improvements

Most businesses complete a combination of the following improvements to qualify for SIP reimbursement.



Awning

Lighting

New signage,  
Exterior paint



Signage



Signage

Paint

### Falafel Heights

4118 30<sup>th</sup> Street  
Total Cost: \$13,476  
SIP: \$5,060

Who can complete these improvements?

### Bivouac Ciderworks

3980-3982 30<sup>th</sup> Street  
Total cost: \$26,500  
SIP: \$8,000



*before*



**Kali Zoi Salon & Plant Store**

2829 Adams Avenue

Total Cost: \$6,199

SIP: \$400

*after*

## Project Budgets

Average: \$23,498.67

Smallest Budget: \$1,034.00

Largest Budget: \$151,714.00

# Promise Zone

## David's Friendly Market

4545 Park Boulevard

Total Cost: \$123,800

SIP: \$10,400

Scope: Exterior signage, paint, siding



## City SIP Budget

Since 2025, SIP is allocated \$180,000 in funds from SBEP

In FY2025 (ending June 30, 2025), SIP completed 36 projects in design and construction. The City disbursed \$138,800 in reimbursement incentives.

## FY27 Budget Pipeline

By the close of FY2026, 29 businesses will have completed design and be in construction. Our projected SIP reimbursement budget will be \$156,150.

SIP Funds disbursed:			
	SIP		
	FY24	FY25	FY26
Council District 1	\$ 15,158.74	\$ -	\$ 8,000.00
Council District 2	\$ 8,000.00	\$ 40,509.74	\$ 30,997.45
Council District 3	\$ 25,978.23	\$ 41,753.21	\$ 24,684.37
Council District 4	\$ 1,520.19	\$ 20,800.00	\$ -
Council District 5	\$ -	\$ -	\$ -
Council District 6	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Council District 7	\$ -	\$ -	\$ 8,000.00
Council District 8	\$ 2,400.00	\$ 10,400.00	\$ 10,400.00
Council District 9:	\$ 43,953.48	\$ 17,337.78	\$ 10,400.00
<b>Total funds disbursed:</b>	<b>\$105,010.64</b>	<b>\$138,800.73</b>	<b>\$100,481.82</b>

SIP Number of participants:			
	SIP		
	FY24	FY25	FY26
Council District 1	4	0	3
Council District 2	7	12	6
Council District 3	10	14	13
Council District 4	1	1	0
Council District 5	0	0	0
Council District 6	1	3	3
Council District 7	0	1	1
Council District 8	3	1	13
Council District 9:	13	4	3
<b>Total number of participants:</b>	<b>39</b>	<b>36</b>	<b>42</b>



# Marketing & Outreach

- Business Walks
  - BID Referrals
  - Business Tax Certificate Mailers
  - Community Events/Partnerships
  - Past participants
  - City Website
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# Recap

## **SIP is reimbursement based.**

Owner must be able to cover all costs for construction. Design must be approved before work begins.

## **A little investment goes a long way.**

Not all projects require big budgets. Our team thinks about inexpensive solutions to help businesses.

## **Easy to apply online**

[www.sandiego.gov/storefront](http://www.sandiego.gov/storefront)

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