

**CITY OF RANCHO PALOS VERDES  
NEIGHBORHOOD BEAUTIFICATION GRANT PROGRAM  
2022 PROGRAM RELAUNCH**

**FREQUENTLY ASKED QUESTIONS**

**What is the purpose of the program?**

The Neighborhood Beautification Grant Program is intended to assist neighborhoods by providing reimbursements for beautification projects to provide general public benefit, that are physically visible from arterial and collector streets.

**What are arterial and collector streets?**

Arterial streets are the major streets within the Peninsula hierarchy. It is the main channel for the movement of vehicles. Arterials are typically characterized by both two-lane and four-lane roadways, typically with a raised or painted median.

Within City limits, the following streets function as arterials: Palos Verdes Drive South, Palos Verdes Drive East, Palos Verdes Drive West, Hawthorne Boulevard, Miraleste Drive, Crest Road (West), Silver Spur Road, Western Avenue, and Crenshaw Boulevard.

The collector street functions to conduct traffic between arterials and sometimes other collectors. It is a primary network within residential area and can function well in a commercial area.

Within City limits, the following streets function as collectors: Indian Peak Road, Ridgeway Drive, Granvia Altamira, Crest Road (East), Crestridge Road, Highridge Road, and Montemalaga Drive.

**Why do projects have to be located on or near arterial and collector streets?**

So that all projects have a general public benefit, projects must be located on, at the intersection of, or in the general vicinity of arterials or collector streets so that the project provides a community-wide and general public benefit. If you were driving or walking on one of the listed streets, would you be able to see your project?

**Who can apply for the grants?**

Any "neighborhood" can apply for a project located on or near an arterial or collector street. Neighborhoods are any of the following: the residences served by a formal HOA, a multifamily residential development, or an area encompassing all residences that would reasonably benefit from the project, comprised of at least three households.

**What if I'm a member of an HOA but I want to apply for an individual project?**

Work with your HOA to incorporate your idea into their project or encourage your HOA to collaborate on your idea to submit an application.

**What if I'm not a member of an HOA but I want to apply for a project?**

Consider your neighbors who may benefit from your project idea, engage with them and invite them to join your informal neighborhood. Additional support will make it easier to finance and provide ongoing maintenance for your project.

**What kind of maps should I use to show my neighborhood and project location?**

You are welcome to use a program like Google Maps – take a screenshot or print out your neighborhood and outline or circle the residences encompassed by the project. Mark your project location on the map and be sure to submit pictures of the proposed site as a “before” reference.

**How many signatures should I collect to demonstrate proof of community consensus?**

At a minimum, projects should receive signatures from 40% of homeowners within the neighborhood. Applicants are also encouraged to receive signatures from neighboring groups that support the project. A formal HOA should receive signatures from 40% of their households. An informal neighborhood should receive signatures from 40% of the households who would reasonably benefit from the project.

**Do HOA Board meeting minutes count as proof of the HOA's consensus?**

No. While the HOA is welcome to submit Board minutes in addition to community signatures, this program requires that proposed projects receive support from individual households in addition to any formal declarations made by governing bodies.

**Do the signatories need to financially contribute to the project to be counted toward the demonstration of community consensus?**

No, however, applicants are encouraged to consider the number of financial contributors in the development of their ongoing maintenance plan.

**What is an example of a beautification project?**

Beautification projects physically improve neighborhoods, such as:

- Redesigned entryway landscapes, utilizing best management practices and drought tolerant plants when feasible
- New neighborhood entryway signs
- Enhance/repair/replace existing neighborhood entryway sign, screening walls, and/or tract walls
- Removal and/or replacement of chain link fences

**What if I have an idea that isn't on the list?**

Improvements that are deemed consistent with the intent of the program will be reviewed and approved/disapproved by the program committee. You can propose your project in

advance of submitting an application by emailing [publicworks@rpvca.gov](mailto:publicworks@rpvca.gov) or calling 310-544-5252 for preliminary feedback.

**What is the application process?**

After the application deadline, Staff will review applications for completeness and will provide an opportunity for applicants to correct or revise missing information. City Staff will then score the applications to establish their rank and make a funding recommendation based on ranked score (highest scoring projects will be awarded first). Funding recommendations will be presented to the City Council and applicants will be notified of their award status. After the project is awarded, applicants have up to one year to complete the project. Reimbursements are disbursed once proof of project completion has been submitted and the City determines the project conforms to the plans as submitted.

**How will applications be scored?**

They will be scored on the following rubric:

Criteria	Detail	Max Weight
<b>Community Benefit</b>	<ul style="list-style-type: none"> <li>• Provides a community benefit by improving the neighborhood’s appearance (20 pts)</li> <li>• Project is visible by the general public: on, at the intersection of, or in the general vicinity of arterials or collector streets so that they provide community-wide and general public benefit (25 pts)</li> </ul>	45 points
<b>Applicant Participation</b>	<ul style="list-style-type: none"> <li>• Demonstration of applicant’s commitment to long-term and on-going maintenance plan (20 pts)</li> <li>• Shows evidence of broad support for project, as appropriate for scale and scope (10 pts)</li> <li>• Addresses a need identified in the community and provides a lasting impact/solution (5 pts)</li> </ul>	35 points
<b>Design Standards</b>	<ul style="list-style-type: none"> <li>• Architectural compatibility with surrounding area (10 pts)</li> <li>• Proposed project considers color, height, camouflage, effective drought tolerant landscaping with a colorful palette as appropriate (10 pts)</li> </ul>	20 points
<b>BONUS POINTS</b>	<ul style="list-style-type: none"> <li>• First-time applicant (10 pts)</li> <li>• Creative or innovative solution to a need in the community (5 pts)</li> </ul>	15 points

**How do I know if I am a first-time applicant?**

Please see the [Previous Grantees list](#) to see if your neighborhood previously received a Neighborhood Beautification Grant.

**When will I receive the reimbursement?**

Funds will be disbursed once Staff has reviewed the proof of completion of the project and determined the project conforms to the plans as submitted in the grant application and has been completed to the satisfaction of the evaluation panel.

**Can I get the reimbursement in installments while the project is still ongoing?**

No. Reimbursements will only be made after projects have been completed.

**Who is responsible for the maintenance of the project?**

The neighborhood is solely responsible for all maintenance and repair costs. Applicants must consider future maintenance on completed projects and provide a maintenance/replacement plan. The City is not responsible for ongoing maintenance costs nor any repair costs and there is no guarantee that additional grant funds will be available each fiscal year. Applicants should consider future costs of their proposal when they design their project and succession financing parameters.

**When are applications due?**

Applications for the 2022 Neighborhood Beautification Grant Program are due on Friday, April 15 by 5 p.m.

**Direct any additional questions to [publicworks@rpvca.gov](mailto:publicworks@rpvca.gov) or 310-544-5252.**