

Commercial Improvement Program success story – Mrs. Bubbles



In the historic and architecturally diverse area of Magnolia Center, the Mrs. Bubbles building, located at 6671 Magnolia Avenue, was in need of improvements. Built in the 1920's, the building is one of the oldest structures in Magnolia Center and has been home to the Riverside Grain and Feed Shop, a general store, bicycle shop and the current coin laundry mat.

With the help of a Commercial Improvement Program (CIP) grant from the City's Redevelopment Agency, the building owners were able to dramatically improve the building's exterior façade by demolishing and removing the dated mansard and exterior signs and installing new signage, metal flashing and roofline, light fixtures and two awnings, which are slated for installation in early January 2011. Additionally, the exterior brick was cleaned and re-painted.

The City of Riverside Redevelopment Agency is responsible for administering the CIP, which assists property and/or business owners with the costs of upgrading the exterior of commercial buildings located within the City's six Redevelopment Project Areas. Eligible recipients receive grant rebates up to 90% of the total project costs (up to \$25,000) and a \$3,000 grant for architectural conceptual design.

Eligible CIP improvements include, but are not limited to, building exterior treatments, wall finishes, new paint and window replacement, landscaping, lighting, signage, ADA improvements, awnings and demolition of vacant/obsolete buildings.

For more information regarding the CIP or to determine program eligibility, please contact:

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