



Façade Grant Program Guidelines (FY 2019-20)

The City of Alameda’s Façade Grant program provides 50/50 matching grants to business and property owners for the completion of façade improvements. This document contains information about grant amounts, eligibility, evaluation criteria, and other program guidelines. Please contact Amanda Gehrke at 510-747-6896 or agehrke@alamedaca.gov with any questions.

LEVELS OF FUNDING

The Façade Grant Program provides 50/50 matching grants. Three levels of grant funding are available:

- **Level One:** To be used for signage and awnings. The maximum grant amount reimburses 50% of the grantee’s cost up to \$5,000.
- **Level Two:** To be used for paint and historic, large-scale, neon or marquee signage. The maximum grant amount reimburses 50% of the grantee’s cost up to \$10,000.
- **Level Three:** To be used for all Level One or Two type improvements plus the restoration/refurbishment of architectural elements such as transom windows, cornices, trim and other architectural details. The maximum grant amount reimburses 50% of the grantee’s cost up to \$15,000.

	Maximum Grant Amount	% of Total	Grantee must spend
Level One	\$5,000	50%	\$10,000
Level Two	\$10,000	50%	\$20,000
Level Three	\$15,000	50%	\$30,000

****Grantees may request less than the maximum amount of the grant for any level****

2019-20 SPECIAL PROMOTION: RESTORATION OF HISTORIC FACADES

For the 2019-20 program only, restoration of historic facades will be reimbursed at the 80/20 level (i.e. the City will grant up to 80% of the cost of the work, up to the maximum grant amount).

Features of historic facades can include signs, doors, windows, and/or other architectural elements (transom windows, cornices, trim etc), as well as other features that contribute to the historic character of the building. The final determination of what qualifies as restoration of an historic feature will be determined on a case-by-case basis in conjunction with the City of Alameda Planning Department. Please contact Amanda Gehrke at 510-747-6896 or agehrke@alamedaca.gov to determine if your project qualifies for this promotion.

Note: the building must be on the City’s Historic Study List, and/or built before 1942 to qualify for the 80/20 promotion.

ELIGIBILITY

Location

Shopping centers and business parks are not eligible for the Façade Grant Program.

Business Type

The focus of the Façade Grant program is retail/service businesses, but other business types (non-profit/cultural, office etc.) may be considered on a case-by-case basis.

Improvements

Improvements assisted by the Façade Grant Program should enhance or restore the physical condition or appearance of the building. Types of improvements include but are not limited to:

- Painting
- New, or refurbishment of existing, awnings
- New signs, and/or replacement, retrofit, or restoration of legacy signs
- Sign removal
- Constructed outdoor eating areas
- Window and/or door replacement
- Replacement or refurbishment of non-structural materials/features such as cornice bands, parapets and similar architectural features
- Rehabilitation of historic features

Improvements must comply with:

- All City of Alameda Building Code, Sign Regulations and Zoning Ordinances.
- In the Webster Street Business District, the Webster Street Design Guidelines <http://alamedaca.gov/community-development/planning/policies-regulations>.
- Design Review Requirements.

Applications will not be accepted to pay for improvements that have been already completed.

Applicant

May be either an owner of, or tenant within, a proposed project. If the applicant is a tenant, the owner must also sign the Façade Grant Application.

Tenants and property owners may apply for separate grants for the same building and/or storefront.

Frequency

Each property may only receive a grant every five years. Tenants and owners are considered separately according to rules below.

- Owners: eligible to apply for and receive one façade grant every five years on any individual building.
- Tenants: eligible to apply for and receive one façade grant every five years on any individual storefront. A change in tenancy at a particular address would also enable application for a new façade grant, as long as the principal ownership of the business has changed.

APPLICATION PROCESS

See the Façade Grant application for a step-by-step summary of the application process, and a detailed checklist of required materials.

Facade grant applications are available at the City Hall West, Community Development Division, 950 West Mall Square 2nd Floor, Alameda, CA 94501, at business offices of West Alameda Business Association and Downtown Alameda Business Association, and online at <http://alamedaca.gov/business/facade-grant-program>.

Note: Prior to formally submitting an application, an applicant should meet with Economic Development staff to discuss the project.

REVIEW PROCESS

Application Deadlines

There are four application deadlines for the FY 2019-20 program year;

- Thursday, September 26, 2019
- Thursday, November 21, 2019
- Thursday, February 27, 2020
- Thursday, April 30, 2020

Expedited application review may be available for time-sensitive projects. Contact Economic Development staff for more information on expedited review.

Façade Grant Committee Review

A committee consisting of the representatives of the Downtown, West and Greater Alameda Business Associations, and city staff from Economic Development and Planning Divisions will review the application. The committee may:

- Approve,
- Disapprove
- Approve with conditions. If approved with conditions, the committee may request that the grantee make specific changes to the proposed improvements.

Evaluation Criteria

Façade grant applications will be reviewed and evaluated based on the criteria listed below. Proposed improvements that meet these criteria will be most competitive for grant funding.

- Visually improve storefronts and streetscapes
- Enhance prominent business locations
- Fill a previously vacant storefront
- Rehabilitate or replace historic features

NOTIFICATION AND NEXT STEPS

After committee review is completed, Façade Grant applicants will be notified via email, if available, and postal mail about the committee's decision.

Documents

Grantees with applications that are approved or approved with conditions will receive the following documents as part of the notification process:

Final Scope of Work

A final Scope of Work (SOW) summarizing the approved improvements will be provided. If approved with conditions, the SOW may have been modified by the committee. The final SOW will be attached to and made a permanent part of the Application.

Grantee **must** complete their projects in substantial conformance with the final SOW.

Any changes made to the final SOW after the grant is awarded must be reviewed and approved by the Façade Grant committee (for example, changes to a paint or awning color, sign or architectural design, material choices, etc). Any changes to the final SOW not approved by the Façade Grant committee will not be funded.

Required Forms

Upon grant award, the grantee will be required to complete hard copies of the following forms:

- **Acceptance Form** which details the Terms and Conditions associated with the grant, and
- **W-9 Form** which enables the City to process and provide your grant funding.
- Awardees must also submit a **copy of a valid Business License**

Hard copies of these forms must be returned to Amanda Gehrke, City Hall West, 950 West Mall Square 2nd Floor, within 3 weeks of the date the award is granted.



Permits and Design Review

All necessary planning, building and other permits must be secured before construction is initiated. Permits can be obtained from the City of Alameda Permit Center, 2263 Santa Clara Ave, Room 190, Alameda, CA 94501. The permit counter is open Monday through Thursday, 7:30 a.m.-3:30 p.m. Last call for walk-in permit submittals is 3:00 p.m.

Deadline to Complete Work

- For Levels One and Two grants, improvements must be completed within **three months** of the acceptance of Terms and Conditions.
- For Level Three grants, all work must be complete within **six months** of the acceptance of Terms and Conditions.

Reimbursement

After the proposed improvements are completed and final permits have been issued (if applicable), the grantee must submit the following to Amanda Gehrke, City Hall West, 950 West Mall Square 2nd floor to receive reimbursement:

- Invoice for work completed
- Proof of payment
- Signed lien release form

New businesses **must be open** and **final permits must be issued** before façade grant reimbursements will be awarded.

Grants are processed in the normal City accounts payable cycle of net 30 days. Grantee must have all City permits and fee obligations paid prior to reimbursement with façade grant funds.

GENERAL

- Contracts for improvements shall be between the façade grantee and the contractor.
- The Façade Grant Program is subject to all applicable conflict of interest rules and regulations.
- The program is subject to funding approval by the City Council each fiscal year.