

## FAÇADE GRANT PROGRAM GUIDELINES

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Community Development Department  
Economic Development Division  
2263 Santa Clara Avenue, Room 120  
Alameda, CA 94501  
(510) 747-6890

### DEFINITIONS

- **Economic Development Division (EDD):** the Division within the City of Alameda that administers the Façade Grant Program.
- **Improvements:** action taken by Owners and/or Tenants, considered for funding in whole or in part by the City of Alameda Façade Grant Program to upgrade and enhance building or storefront exteriors.
- **Storefront:** a place of retail commerce, possessing a City of Alameda business license, if required, with its own unique street address.

### PROJECT ELIGIBILITY

- **Buildings and/or storefronts must:**
  - Contain either retail commercial or retail commercial/mixed uses.
  - Be located within one of the following areas:
    - Webster Street Business District
    - Downtown Alameda Business District
    - Historic Stations (Grand, Mastick, Bay, South High St., Chestnut, Morton, Versailles, Willow, Fifth Street, Caroline, High Street North or Stanton).
    - Gateways (Webster Tube, Park Street Bridge, Fruitvale Bridge, High Street Bridge, Doolittle Drive Entry into Alameda)

### APPLICANT ELIGIBILITY

- **Façade grantee/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.
  - Each property may only receive a grant every five years. Tenants and owners are considered separately according to rules below.
- **Frequency of Applications**
  - 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.

- **Timing of Applications**

- Applications may be considered simultaneously from both the Owner and Tenant for one property. Simultaneous applications for one property may not, however, exceed \$17,500 and could consist of a Tenant receiving a Level One (\$5,000) and an Owner receiving a Level Two (\$12,500) grant. If there are multiple tenants at a property, each tenant is still eligible to receive a level one grant but the owner will not be eligible to receive an additional level two grant for the property.

- **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
  - Window and/or door replacement
  - New, replacement, retrofit and/or restoration of legacy signs
  - Sign removal
  - New or refurbishment existing of awnings
  - 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.

## GRANT PROCESS

- Applications are reviewed and acted upon by the Facade Grant Program Committee (the Committee), consisting of the following:
  - One representative from the Downtown Alameda Business Association (DABA)
  - One representative from the West Alameda Business Association (WABA)
  - One representative from the Greater Alameda Business Association (GABA)
  - One designated staff person from the Economic Development Division (EDD)
  - One designated staff person from the Planning Division
- Two levels of grant funding are available:
  - **Level One:** To be used for non-architectural elements such as paint, signage, and awnings. The maximum grant amount reimburses 50% of the grantee's cost up to \$5,000. Level One grants are available to Tenants only.
  - **Level Two:** To be used for all Level One and 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 \$12,500. Level Two grants are available to Tenants and Owners.

- Contracts for improvements shall be between the façade grantee and the contractor.
- Grantee must complete their projects in substantial conformance with a Scope of Work attached to and made a part of their application.
- Drawings and specifications for all approved projects shall first be submitted to the Façade Grant Committee for review and then to the City's Permit Center for permit approval prior to starting the project.
- City-issued permits: The grantee is responsible for obtaining all necessary permits for the project. Failure to do so could jeopardize eventual reimbursement through the Façade Grant Program.

## PROCEDURE

- Façade grant applications are available at the Economic Development Division, City of Alameda, 2263 Santa Clara Avenue, Room 120, Alameda, CA 94501, at business offices of WABA and DABA, and online at <http://alamedaca.gov/business/facade-grant-program>.
- Prior to submitting an application, an applicant is strongly advised to consult with the Façade Grant Committee member representing his/her geography and/or the EDD staff person assigned to the program. The Grantee will be given a checklist setting forth the steps in the Façade Grant Program.
- Completed applications are submitted to the assigned EDD staff and should include drawings or renderings of the proposed improvements.
- Applications will not be accepted to finance improvements already completed.
- The Façade Grant Committee will review a proposed project and may recommend changes to it, prior to approval.
- A Scope of Work (SOW), originally provided by the applicant, will be provided to the façade grantee after approval by the Committee. The SOW may be modified by the committee if warranted. The SOW will be attached to and made a permanent part of the Application.
- If the applicant agrees to the Terms and Conditions, he/she must sign in acceptance, returning a signed copy to EDD. The date of acceptance begins a six month project term.
- The Economic Development Manager (or her representative) of the Economic Development Division will authorize the encumbrance of funds for an approved project.
- Improvements must be completed for Level One grants or substantially underway for

Level Two grants within three months of the acceptance of Terms and Conditions. All work must be complete within six months of award. **No extensions will be granted and awards will be rescinded when the grantee fails to perform in a timely fashion.** Grantees may, however, reapply.

- Façade grant projects must have all required City of Alameda permits.
- 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 facade grant funds. Grantee must provide final lien releases for payment. Grantee must submit all invoices and proof of payment for work on the project. To be fully reimbursed, a grantee must show invoices and final lien releases in the following amounts:
  - Level One. Grantee must show proof that \$10,000 was spent in order to receive grant reimbursement of 50% totaling and amount not to exceed \$5,000.
  - Level Two. Grantee must show proof that \$25,000 was spent in order to receive grant reimbursement of 50% totaling and amount not to exceed \$12,500.

**NOTE: GRANTEES MAY REQUEST LESS THAN THE MAXIMUM AMOUNT OF THE GRANT FOR ANY LEVEL.**

## **GENERAL**

- 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.