



## Façade Grant Program Guidelines (FY 2016-17)

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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](mailto:agehrke@alamedaca.gov) with any questions.

### LEVELS OF FUNDING

The Façade Grant Program provides 50/50 matching grants. 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 Two:** To be used for all Level One 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.

	Maximum Grant Amount	% of Total	Grantee must spend
Level One	\$5,000	50%	\$10,000
Level Two	\$12,500	50%	\$25,000

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

### ELIGIBILITY

#### Location

Eligible businesses must be located within one of the following areas:

- Webster Street Business District
- Downtown Alameda Business District
- Historic Stations, including:
  - Grand, Mastick, Bay, South High St., Chestnut, Morton, Versailles, Willow, Fifth Street, Caroline, High Street North or Stanton.
- Gateways, including:
  - Webster Tube, Park Street Bridge, Fruitvale Bridge, High Street Bridge, Doolittle Drive Entry into Alameda

Shopping centers 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
- 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 finance or pay for improvements 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.

## 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.

## 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 of Alameda, Economic Development Division, 2263 Santa Clara Avenue, Room 120, 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

### Timing

Applications are reviewed and acted upon on a “first come, first considered” basis. Grants will continue to be awarded until all FY 2016-17 funds are assigned.

### 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: 1) approve, 2) disapprove or 3) 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. As noted, 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.

### Approved Scope of Work

An approved Scope of Work (SOW), will be provided to the façade grantee after approval by the Committee. The SOW may be modified by the committee if warranted. The approved SOW will be attached to and made a permanent part of the Application.

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

Any changes made to the approved 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).



## 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.

Hard copies of these forms must be returned to Amanda Gehrke, 2263 Santa Clara Avenue, Room 120, 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 at 3:00 p.m. for walk-in permit submittals).

## Deadline to Complete Work

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

## Reimbursement

After the proposed improvements are completed, the grantee must submit the following to Amanda Gehrke, 2263 Santa Clara Avenue, Room 120 to receive reimbursement:

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

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.

## 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.

## DEFINITIONS

- **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.