



City of
**Mountain
View**

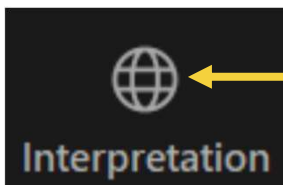
Façade Improvement Grant

August 6, 2024

1



Spanish and Chinese Interpretation Instructions



Spanish & Chinese interpretation available: When you click the icon that appears on your screen, select Spanish or Chinese to listen to tonight's meeting in Spanish or Chinese. You can also mute the original audio when you click the icon.

Interpretación en español disponible.

Cuando haga clic en el icono que aparece en su pantalla, seleccione español para escuchar la reunion de esta noche en español. Tambien puede silenciar el audio original cuando haga clic en el icono.

提供中文翻译

当您点击屏幕上出现的语言图标时，选择Chinese以用中文收听今晚的会议。点击图标的时候您还可以选择将原始音频静音。

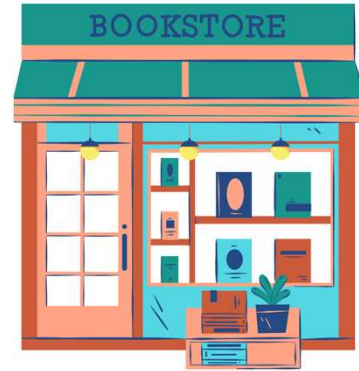
2

2



Façade Improvement Grant Introduction

- Designed to stimulate investment in commercial buildings with ground floor storefront businesses.
- Façade Improvement Program Goals:
 1. Visually improve storefronts and streetscapes;
 2. Enhance prominent retail and commercial areas; and
 3. Rehabilitate or restore historic features.
- **Applications accepted on a first come, first served basis, through December 31, 2024, or until funds are depleted.**



3

3




Applicant Eligibility




- 1 A commercial storefront property in Mountain View serving a retail use, food service use, or personal service use.
- 2 The applicant is a Mountain View small business owner or Mountain View commercial property owner.
- 3 The business/tenant must have a City of Mountain View business license.
- 4 There must be no active City/County violations related to the building and/or business.

4

4



Grant Funding


+

=



Eligible Façade Improvements are reimbursable at **50% of their total project cost, up to \$15,000**

\$2,500 for Architectural Design Services* related to eligible façade improvements.

Maximum grant opportunity = \$17,500

* \$2,500 is paid directly to City retained Architect (see slide 7)

5



Façade Improvements

- Reimbursable at 50% of the total façade improvement project cost, between \$5,000 to \$15,000.
- Total reimbursement for any tier may include the cost of permits.
- Business/Property owners can pursue one of the following tiers:

Tier	Type of Façade Improvements	Maximum Grant Matching Amount	<i>Minimum Total Project Cost <small>To receive max grant amount</small></i>
Tier 1	Nonarchitectural improvements: Awnings, parapets, new signs, sign removal, storefront window displays	\$5,000	\$10,000
Tier 2	Painting: Exterior painting, murals / art	\$10,000	\$20,000
Tier 3	Architectural improvements: Window or door refurbishment / replacement, historic features	\$15,000	\$30,000

6



Architectural Design Services

- Grantees may request an additional \$2,500 for architectural design services to help guide their façade improvement designs.
- Grantees will choose one of the following options related to architectural services:
 - Option 1: Choose to work with a city-retained architect** (City will contract with and pay the architect directly)
 - a) Consultation to discuss preliminary design concepts and determine total project costs.
 - b) Review of building and as-built drawings.
 - c) Architectural design guidance for eligible façade improvements.

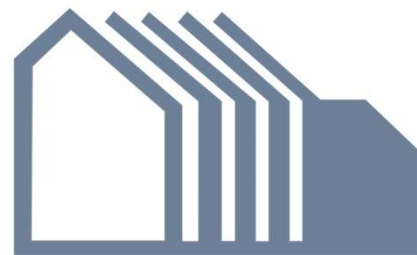
Option 2: Choose to work with a firm of your choice (Reimbursable)

7

7



Architectural Design Services



William Maston Architect & Associates

8

8

Paint
Paint should be well-maintained and the color should be consistent with the look and feel of the commercial area.

Awning
Use sturdy fabric or canvas awnings. Avoid vinyl waterfall awnings, which deteriorate quickly.

Signage
Keep sign wording simple and clear. Use consistent lettering and limit the number of colors.

Doors
Doors should be accessible and aesthetically compatible with the storefront.

Historical Features
Historic architectural elements may include cornices, columns, pilasters, arches, friezes, pediments, or semi-circular arches, frames of windows or doors. These elements should be kept consistent with the style period of when the building was constructed.

Windows
Do not block windows with signs and other materials.

Exterior Lighting
Use lights to illuminate signs, window displays, and building features.

\$ EXAMPLE (Tier 1)


Expense	Cost
Awning Replacement	\$6,000
New Signage (12 SF)	\$5,000
City Permits (Building and Planning)	\$1,336
Total Project Cost	\$12,336 *
Grant Reimbursement	
Façade Improvement Reimbursement (50% of Total Project Cost)	\$5,000
Total Cost to Grantee	\$7,336*

*Grantee is responsible for paying for the project and will be reimbursed for eligible expenses.

Prevailing Wage

- **Prevailing Wage:** The standard hourly pay rate for certain workers on public projects using public funds.
- Prevailing wage shall be paid when the total construction cost is \$15,000 or more.
- Grantees are responsible for ensuring that the improvements are in compliance with the Prevailing Wage Law, and all projects are registered with the Department of Industrial Relations.

More information in the [Façade Improvement Grant Guidelines](#)




Project Thresholds for Prevailing Wage

Tier	Type of Façade Improvements	Maximum Grant Matching Amount	Total Construction Cost	Prevailing Wage Requirement
Tier 1	Nonarchitectural improvements	\$5,000	\$10,000 (up to \$14,999)	Prevailing Wage NOT Required
Tier 2	Painting	\$10,000	\$20,000	Project cost > \$15,000 = Prevailing Wage Required
Tier 3	Architectural improvements	\$15,000	\$30,000	

11

11



Permits Required

Façade Improvement	Building Permit	Planning Permit	Excavation Permit
Awnings, parapets	Commercial Tenant Improvement Permit	Formal Planning Application	An Excavation Permit is required for construction work and traffic impacts within the public right-of-way.
Windows, doors, historical features			
Paint	N/A		
Signage (Chapter 36, Article XII – Signs)	Sign Installation Permit	Formal Planning Application + Sign Permit	

12

12



How to Apply

1. Download the application online: econdev.mountainview.gov
2. Submit a complete application form to econ.dev@mountainview.gov, including:
 - Applicant and project site information
 - Written acknowledgement from the property owner (if applicable)
 - Project information and Scope of Work
 - Vendor / Contractor Estimates (if applicable)
 - Additional attachments as applicable

Applications will be accepted through December 31, 2024, or until funds are depleted.

13

13



Application for Façade Improvement Grant

This is a fill-in form. Please fill in and print. [Print Form](#) [Clear Form](#)

City of Mountain View
COMMUNITY DEVELOPMENT DEPARTMENT
Economic Development Division
Mountain View City Hall
500 Castro Street, P.O. Box 7540
Mountain View, CA 94039-7540
650-963-6300 econdev.mountainview.gov

FACADE IMPROVEMENT GRANT APPLICATION

LOCATION AND BUSINESS INFORMATION

Property Address _____
 Name of Business at Property Address _____ Business/Tenant Phone _____
 Business/Tenant Email _____ Business License No. _____

APPLICANT

Property Owner
 Business/Tenant

Name _____
 Mailing Address (if different than property address) _____
 Email (if different than above) _____ Phone (if different than above) _____

PROJECT INFORMATION

Select the Façade Elements you would like to address with the Façade Improvement Grant:

Tier 1 - Nonarchitectural improvements: Awning replacement, parapets, new signage, sign removal, and storefront window displays
 Tier 2 - Painting: Exterior painting, murals/art
 Tier 3 - Architectural Improvements: Window or door refurbishment/replacement, historic features
 Architectural Design Services (Also complete Page 3)

Estimated Total Project Cost: _____

Provide a brief description of your proposed project:

Does the Façade Improvement Project meet the following program goals (check all that apply)?

1. Visually improves storefronts and streetscapes.
 2. Enhances prominent retail and commercial areas.
 3. Rehabilitates or replaces historic features.

ED-12 (Rev. 07-18-24) 1 of 4

Fillable Form Page 1-2 required for everyone

APPLICANT ACKNOWLEDGMENT:

Applicant Acknowledgment Required

Check here to acknowledge the following:

If the City determines my application is eligible, I can enter into an agreement to qualify for a facade grant. The agreement will specify the scope of improvements to be completed and the amount of the grant I will receive when the project is completed.

I understand that I will not receive any funds from the City until and unless my application is approved; I enter into an agreement on what improvements will be made; I complete all the improvements; and I submit a reimbursement request with proof of payment.

I understand that the City will only pay for the following costs, as defined in the [Façade Improvement Program Guidelines](#):

- I am responsible for:
 - Match requirement as defined in the Façade Improvement Program Guidelines.
 - Any architectural fees or other costs beyond the approved grant award.

(Must acknowledge (if applying for architectural design services) I acknowledge that the City of Mountain View's contracted architect will meet (in person or virtually) to discuss the building changes and provide a sketch of the building changes with a new Façade along with a rough cost estimate. I understand that the City will review the sketch and the planned improvements to determine if my application is eligible for a grant according to the criteria in the brochure "Façade Improvement Project."

Applicant Signature

 APPLICANT SIGNATURE DATE _____

IF THE APPLICANT IS THE TENANT, THE PROPERTY OWNER MUST COMPLETE THE FOLLOWING PORTION:

OWNER'S AUTHORIZATION TO PROCEED

My signature below shall serve as authorization for the above-named tenant to proceed with the physical improvements described in this application. I certify that I am the legal owner of record of the above-named property.

 SIGNATURE DATE _____


 PRINT NAME EMAIL _____

 PROPERTY OWNER MAILING ADDRESS PHONE _____

ED-012 (07-09-24) 2 of 4

14

14



Application for Façade Improvement Grant

ARCHITECTURAL DESIGN SERVICES

Complete this page if you are requesting Architectural Design Services:

1. Will you be opting to work with a City-retained architect or working with a firm of your choice? Check Option 1: Work with a City-retained architect (complete items 2 through 5 on this page). Option 2: Work with a firm of choice (complete items 3 through 4 on this page).
 For Option 2—Identify the firm name here: _____
 Option 3: My project will not require architectural design services (move on to Page 4).

2. If you are choosing to work with a City-retained architect, identify here whether you have a preference between one of the two City-retained architects, or if the City can assign your project to an architect accordingly:
 M. Designs Architects (mdesignsarchitects.com)
 384 Castro Street, Mountain View, CA 94041
 William Maston Architects (mastonarchitect.com)
 372 Castro Street, Mountain View, CA 94041
 No Preference.

3. What goals are you trying to meet with architectural design assistance? Check all that apply:
 Aesthetic—improving the look and feel of the storefront facade.
 Technical—improving the storefront facade for safety/accessibility.

4. Please provide any additional information on your goals here:

5. Checklist of items to be included for Architectural Services:
 As-Built/Existing Conditions Drawings. NOTE: If as-built drawings are not provided with the grant application, the grant recipient will be responsible for the cost of architectural services needed to prepare up-to-date as-built drawings.
 Other designs, plans, color palettes, or materials. Please label each document.
 Photos of existing conditions.
 Lighting Plan (if exterior lights are proposed)
 Historical or Cultural Resource Assessment (if applicable to building)

ED-012 (Rev. 07-18-24) 3 of 4

ITEMIZED LIST OF FAÇADE IMPROVEMENTS

Instructions: Applicants who choose to forgo the additional funding opportunity for architectural design services complete this form with their application. Please attach written estimates from chosen vendors.

Tier	Item	Description	Estimated
Tier 1	Awning Replacement		
	Parapets		
	New Signage/Sign Removal		
Tier 2	Exterior Painting/Murals		
Tier 3	Doors		
	Exterior Lighting		
	Replacement of Historical Features		
	Windows		
City Permits (City staff to help determine permit costs)			
Total Project Cost			
GRANT REQUEST (Total Project Cost x 50%, up to maximum tier amount) =			


ED-012 (Rev. 07-18-24) 4 of 4

Complete Page 3 if you are applying for Architectural Design Services

Complete Page 4 if you do **NOT** need architectural design services from a City-retained architect

Staff will determine permit requirements & permit fees

15

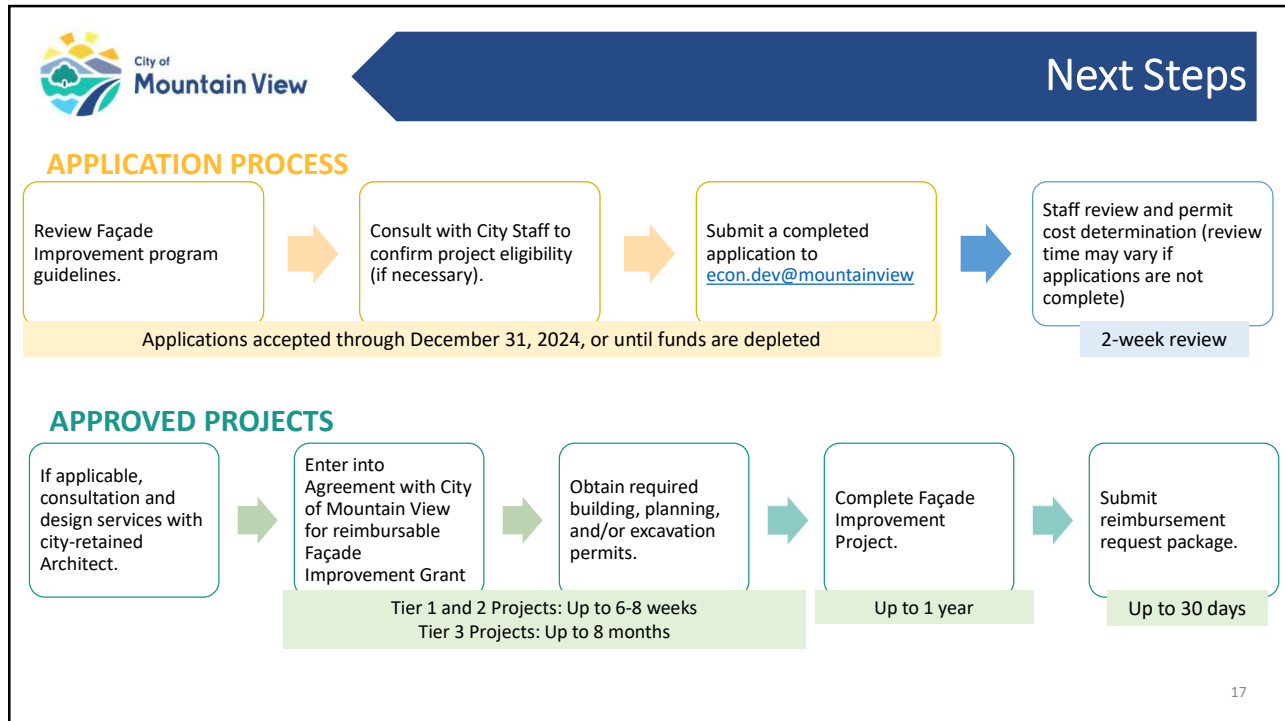


Additional Attachments

Attachment	Required with applications for...	
	Façade Improvements	Architectural Design Services
Photo of existing conditions	X	X
Copy of Business License Application	X	X
Form W-9	X	X
Photographs or links for proposed materials	X	
As built / existing conditions drawings		X
Other designs, plans, color palettes or materials (please label documents)		X
Lighting Plan		X
Historic or Cultural Assessment (if applicable)		X
Illustration of the proposed façade improvement. Acceptable formats include conceptual sketch, schematic drawings, photo representation, or graphic mockup.	X	To be completed with architectural design services.

16

16



17

18