



FY 2021-22  
*Commercial Beautification and Facade  
Improvement Grant Program*

***APPLY BY OR BEFORE OCTOBER 8, 2021***



Economic Development Division  
[Economicdevelopment@brentwoodca.gov](mailto:Economicdevelopment@brentwoodca.gov)  
925-516-5440 office  
150 City Park Way  
Brentwood, CA 94513



Dear Property Owner and/or Business Owner:

Thank you for your interest in participating in the **Commercial Beautification and Facade Improvement Grant Program**. This program is managed and funded by the City of Brentwood. Our goal is to increase the quality of life and economic vitality by improving the condition of commercial buildings in the community.

The Commercial Beautification and Facade Improvement Grant Program can assist your business with the following services:

- Grants to qualifying property owners and tenants for exterior improvements to buildings and storefronts.
- Financial assistance with architectural and graphic design services, when combined with a beautification and facade improvements project.
- Technical assistance to assist you through the design approval and permit process.

Our role is to provide financial and design approval assistance and act as a resource to help you make decisions about improving your property. You select the contractor, negotiate the price to be paid, and accept or reject the work.

We are happy to discuss with you the process and documents needed to participate in the Commercial Beautification and Facade Improvement Grant Program. If you have any questions, please contact the Economic Development Division at 925-516-5440 or [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov)



**CITY OF BRENTWOOD  
COMMERCIAL BEAUTIFICATION AND FACADE IMPROVEMENT  
GRANT PROGRAM  
GUIDELINES & APPLICATION**

**PURPOSE**

The City of Brentwood, with prior approval of the City Council, is proud to offer the Commercial Beautification and Facade Improvement Grant Program (“Grant Program”) which provides matching grants to businesses and property owners to help invest in high-quality building improvements to enhance the appearance and vibrancy of the community. City grant funds are to be used to enhance projects for commercial buildings with the focus on building and property redevelopment and creation of new or enhanced economic development opportunities, enhancing a building’s visual appearance from the public street, and preservation of historical character.



**PROJECT FUNDING**

For fiscal year 2021/22 (July 1, 2021 to June 30, 2022), the City Council has allocated funding for the following areas:

Downtown Specific Plan Program Area—\$50,000  
Citywide Program Area—\$100,000

Grant funds must be spent by June 30, 2022, and billed out to the City of Brentwood by July 15, 2022.



DOWNTOWN SPECIFIC PLAN AREA

## GRANT AMOUNTS

Eligible property owners or tenants who propose facade improvements can apply for one of two grants:

- 1. Mini-Grant** - This grant provides reimbursement for commercial building beautification and related facade improvements to approved Applicants in the amount of up to Five Thousand dollars (\$5,000). A private match requirement equivalent to 10% of City grant funds is required.
- 2. Matching Grant** – This grant is for projects in excess of \$5,000. The City will fund 85% of eligible project costs up to a maximum grant amount of \$25,000. A private match requirement equivalent to 15% of City grant funds is required.

Grant proceeds are to be used for labor and materials directly related to the facade construction. Tools may not be purchased with grant funds, but tool rental is allowable.

Any expenditure which exceeds the grant amount for either the mini grant or matching grant shall be the sole responsibility of the Applicant(s). Approved grant amounts shall be paid to Applicant upon verification that approved improvements are complete and have been paid in full by the Applicant.

Disbursement of grant proceeds to approved Applicants will be in a reimbursement payment issued after City deems the project complete. All reimbursement requests must include proof of payment and other supporting documentation, as deemed necessary by the City (i.e. invoices, cancelled checks, etc.), sufficient to demonstrate to the City's satisfaction that all facade improvement costs have been paid.

The City of Brentwood reserves the right to cancel or modify this Grant Program at any time prior to grant approval, without notice. Continuation of the Grant Program is subject to sufficient funding as appropriated by the Brentwood City Council.



## **ELIGIBLE IMPROVEMENTS**

The Commercial Beautification and Facade Improvement Grant Program is available to assist property owners and businesses with upgrading building exteriors to create a positive visual impact, stimulate private investments and complement community revitalization efforts. Priority consideration will be given to Applicants that make highly visible and significant design contributions, and which contribute to the program goal of preserving the architectural, historic, and commercial character of the

commercial center and/or building.

The following improvements are eligible for reimbursement through the Commercial Beautification and Facade Improvement Grant Program:

- Exterior painting
- Decorative or architectural treatments
- New, repaired or refinished stucco, wood, stone, brick, metal, tile or other exterior building materials
- Glazing, doors or windows visible from public view
- Signage
- Awnings, canopies or other sun control devices
- Exterior lighting
- Landscaping directly related to the exterior of the building
- Outdoor furniture, fixtures and equipment associated with a business

The Grant Program **will not** reimburse funds for structural improvements, removal of illegal-unpermitted improvements, security systems, and/or routine maintenance, cleaning or repair. Improvements that are maintenance or repair oriented, such as but not limited to roofing and structural upgrade improvements are not eligible for grant funds but may be undertaken as a part of the Applicant's total improvement project at the Applicant's expense.

All Applicants must pay all applicable design and building permit fees prior to commencement of work by contractors.

### **ELIGIBILITY: APPLICANTS**

Applicants must either own the commercial property to be improved, or are tenants (see paragraph below) of a commercial property. Businesses with tenancy of the building must be a legal, licensed business in the City of Brentwood.

If a tenant applies, they must include a letter from the property owner allowing the tenant to make the proposed building and site modifications. To be eligible for the Grant Program, tenants will be required to verify that they have at least three (3) years remaining on its lease. If tenant is accepted into the Grant Program, the property owner will be required to co-sign an agreement with the City.

### **ELIGIBILITY: BUILDING**

All grants shall apply only to existing buildings. Buildings on corner lots with frontages on both a qualifying street and another street not qualifying could qualify for grants for improvements of facades along both streets.

The Applicant must make a good faith effort to remove any code violations or code enforcement actions currently active against the building or the business during the grant application review process, and if code violations continue to exist, those violations must be corrected prior to the disbursement of grant funds through this program.

Vacant buildings are eligible only with proof of a contracted, incoming tenant.

No tenant or building facade will qualify for this Grant Program more than once in five years, or if they have received previous City grant funds for similar improvements or furnishings, in the past five years. Property owners, when owners of non-contiguous real property in different locations throughout the city, may receive individuals grants tied to each individual legal parcels and/or commercial properties or commercial center, which will be solely determined at the discretion of the City Manager, Grant Program staff or his designee.

In addition to the City's Administrative Design Review process (if applicable), proposed facade projects will be reviewed by staff based on the following criteria:

- The project's ability to promote the economic development goal to become a high quality employment, shopping, dining, and/or entertainment based commercial center with a refined, tasteful architectural experience for shoppers and visitors; and,
- The project's adherence to the model architectural styles contained in City of Brentwood planning documents.

In order to achieve these two objectives, staff will have the discretion to make additional, reasonable requirements to the façade design.

## **HOW TO APPLY**

**Step 1:** If interested in the Grant Program, please contact City staff before filing an application, having architectural drawings made or making any improvements to your building. Staff can help you determine eligibility in the Grant Program.

**Step 2:** If eligible for the Grant Program, complete Commercial Beautification and Facade Improvement Grant Program application. As the owner and/or tenant, submit the following documents with for review by City Economic Development Division staff at [economicdevelopment@brentwoodca.gov](mailto:economicdevelopment@brentwoodca.gov) :

1. Site plan;
2. “Before” photos of exterior;
3. Preliminary concept images or sketches of all elevations;  
and
4. Materials/Color board (may be in electronic format)
5. Scope of Work
6. Budget Estimate

**Step 3:** The City will review the application for completeness. The grant program coordinator will then present the application to the City Land Use and Economic Development Committee for scoring and recommendations of award, and will then be subsequently submit the application for final approval by the City Council.

**Step 4:** Following approval by the City Council **AND** Administrative Design Review approval (where applicable), an agreement must be executed between the Applicant and the City and commit the Applicant to complete the improvements according to approved plans and committing the City to reimbursement upon completion of the project. The agreement must be fully executed prior to proceeding with any construction. The agreement will state applicable terms and conditions. The Grant Agreement will require that the City is indemnified from all responsibilities arising from or in consequence to City’s participation in the Program.

Following execution of the agreement, a Notice to Proceed shall be issued by Program staff to the Applicant. The Notice to Proceed will provide the Applicant with the Administrative/Design Review Approvals and guidelines as

necessary to begin improvements. Any additional improvements outside of the approved improvements will not be considered for reimbursement.

After a Notice to Proceed has been issued to Applicant, all required building permits may be issued and work may commence. Work must be completed within 180 days of building permit issuance, or by June 30, 2022.

## SCORING CRITERIA

Applications will be preliminary reviewed by the City Manager, or his/her designee, and will include a panel of City staff from Economic Development Division and Community Development Department. Applications will be then reviewed by the City Land Use and Economic Development Committee to score, rank and recommend grants awards using the following criteria:

Item	Points (up to)
Visual transformation of existing building/s	25
Increase in economic development activity including new jobs, retail related activity and generation of sales tax	25
Age of building and time period since last major building improvement	10
Scope of beautification, creativity and/or unique improvements	25
Location on the public street, i.e. major intersection, arterial or entry-gateway	15
<b>Total Points</b>	<b>100</b>

## SELECTING THE CONTRACTOR

Applicant selects the contractor and is responsible for completing any agreement with the contractor to carry out the work. All work must be conducted by contractors licensed by the State of California and who have a City of Brentwood business license.

The contractor should provide a warranty for their work and all manufacturers' warranties. **Projects in the Commercial Beautification and Façade Improvement Grant Program are required to comply with CA Labor Code 1720, et seq, regarding prevailing wage rates.**

The City shall not be involved in general disputes between the Applicant and the contractor or sub-contractors.



## **GETTING REIMBURSED**

**Step 1:** Applicant submits the following documentation to City Grant Program staff for review:

1. Copies of invoices and contracts;
2. The Applicant's cancelled checks or credit card receipts, showing that all costs have been paid in full;

City Program staff acquires the following documentation:

1. Statement from City Project Planner affirming that the completed improvements are in substantial compliance with the approved design; and
2. Copy of final Building Inspection approval.

**Step 2:** Reimbursement shall be issued within 30 days of receipt of all documentation listed in Step 1.

## **MAINTENANCE REQUIREMENTS**

By accepting grant funds, the Applicant commits to properly maintain all improvements and to keep storefronts, as well as sides and back of buildings clean and free of graffiti and trash for five (5) years at the Applicant's own cost and expense. Any damage to the facade is to be repaired immediately by the Applicant so that the building remains in good condition and positively contributes to the business area. On an ongoing basis, the Applicant is required to touch up painted areas and perform any other repairs needed to maintain building appearance including the cleaning of any awnings (recommended at least once a year).

## **APPEAL PROCESS**

Objections by the Applicant to policy, procedure or method of operation will be handled in the following manner:

Disputes on matters related to aspects of eligibility between the Applicant and Grant Program staff will be administered by the following procedure:

1. Applicant submits written appeal to the City Manager, or his/her designee, within fifteen calendar days following notification of the decision regarding their application. Request of appeal should state

overriding reasons to amend the earlier decision. For the purposes of administrative remedies, the City Manager, or his/her designee, will render a final decision on the issues of eligibility under appeal.

2. Applicant will be notified in writing within seven calendar days of the City Manager's decision.

General disputes involving Applicants and the Grant Program staff after acceptance into the Grant Program shall be handled as follows:

1. Applicant shall make all reasonable efforts to work with Grant Program staff to resolve any dispute.
2. If the matter cannot be resolved between Applicant and Program staff, the Applicant may submit written documentation of the dispute to the City Manager, or his/her designee, who will attempt to facilitate a reasonable resolution in writing.

Failure to properly file a written appeal within the time frame allowed shall constitute a waiver of Applicant's right to the appeals process.

## **QUESTIONS?**

For further information, please contact Joshua Ewen, Senior Analyst-Economic Development Division, at 925-418-2418 or [jewen@brentwoodca.gov](mailto:jewen@brentwoodca.gov) or Gail Leech, Senior Analyst – Economic Development Division at 925-516-5118 or [gleech@brentwoodca.gov](mailto:gleech@brentwoodca.gov)

**CITY OF BRENTWOOD  
COMMERCIAL BEAUTIFICATION AND FACADE IMPROVEMENT  
GRANT PROGRAM  
APPLICATION CHECKLIST**

Our goal is to assist business and property owners by providing a streamlined design review process and financial assistance to insure high quality design improvements that help revitalize commercial properties in the community.

To assist you in providing the City of Brentwood a complete package for review, please submit the following:

- Completed and Signed Application for the Commercial Beautification and Facade Improvement Grant Program
- Copy of most current Lease Agreement, if tenant
- Description of the Desired Improvements
- Design Drawings, Site Plan, Photos
- Project Budget Estimate

**Return your application and supplemental materials to:**

EMAIL a PDF Copy to:

[Economicdevelopment@brentwoodca.gov](mailto:Economicdevelopment@brentwoodca.gov)

Or by:

MAIL:  
City of Brentwood  
City Manager's Office/Economic  
Development  
150 City Park Way  
Brentwood, CA 94513-1364

HAND DELIVERED:  
City of Brentwood  
City Manager's Office/Economic  
Development  
150 City Park Way  
Brentwood, CA 94513-1364

**THE CITY OF BRENTWOOD**

**COMMERCIAL BEAUTIFICATION AND FACADE IMPROVEMENT  
GRANT PROGRAM APPLICATION**

**Applications due by or before October 8, 2021.**

Return application package by email to [Economicdevelopment@brentwoodca.gov](mailto:Economicdevelopment@brentwoodca.gov) or in person to 150 City Park Way or by mail to 150 City Park Way, Brentwood, CA 94513.

**APPLICANT INFORMATION – Please Print**

APPLICANT NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

City State Zip

**PROPERTY INFORMATION – Please Print**

The commercial/retail property is located in Brentwood at the following address:

\_\_\_\_\_

The Assessor Parcel Number of this property is: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
(this information is listed on your property tax form)

The commercial property is owned by (list name and mailing address of all owners, write on back if needed):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The business is owned by (list name and mailing address of all business owners by business name, write on back if needed):

\_\_\_\_\_  
\_\_\_\_\_

City of Brentwood Business License Number: \_\_\_\_\_

List Date of Lease Expiration, if applicable (MM/DD/YY): \_\_\_\_\_

I have attached copies of the following items for this property:

- Lease Agreement (necessary for tenants)  YES
- Description of the Improvements You Would Like to Make  YES
- Design Drawings, Site Plan, Existing Photos and Concepts Photos  YES
- Project Budget  YES

**CERTIFICATIONS**

I/We have read and understand the attached Commercial Beautification and Facade Improvement Grant Program Guidelines and accept these qualifications and conditions. I/we authorize the City of Brentwood staff the ability to inspect the property exterior.

I/We certify that I/we are qualified and will abide by such conditions set forth in this application and all reasonable conditions which may be issued by the City of Brentwood in the implementation of this project.

I/We certify that the owner of the property is the owner of record and that there are no current code enforcement actions pending against this property. If application is being submitted by a tenant, property owner agrees to proposed improvements.

INFORMATION PROVIDED WITH THIS APPLICATION WILL BE USED ONLY TO DETERMINE ELIGIBILITY FOR THE PROGRAM AND GRANTING OF FUNDS.

**PLEASE SIGN AND DATE:**

I/WE GIVE MY/OUR PERMISSION TO THE CITY OF BRENTWOOD TO REQUEST THE RELEASE OF ANY INFORMATION THAT WILL VERIFY MY/OUR ELIGIBILITY TO RECEIVE A GRANT UNDER THE DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM. I/WE DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE STATEMENTS ARE TRUE AND CORRECT.

DATE: \_\_\_\_\_ Property Owners: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DATE: \_\_\_\_\_ Business Owners: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**FOR OFFICE USE ONLY**

COMPLETE APPLICATION RECEIVED DATE: \_\_\_\_\_

PROJECT IS:  ELIGIBLE  LOCATION INELIGIBLE  SCOPE INELIGIBLE

CITY PROGRAM STAFF SIGNATURE OF APPROVAL: \_\_\_\_\_

CLIENT/CASE NUMBER: \_\_\_\_\_

**SAMPLE BUDGET FORM**

APPLICANT NAME: \_\_\_\_\_

APPLICANT PROPERTY OWNER: \_\_\_\_\_

PROPERTY ADDRESS: \_\_\_\_\_

Description of Work Item	Cost
	\$
<b>Total Estimated Project Budget</b>	<b>\$</b>