



# FAÇADE IMPROVEMENT PROGRAM

Central City East Redevelopment Area

*Treat Your Building to an Exterior Make-Over Today!*



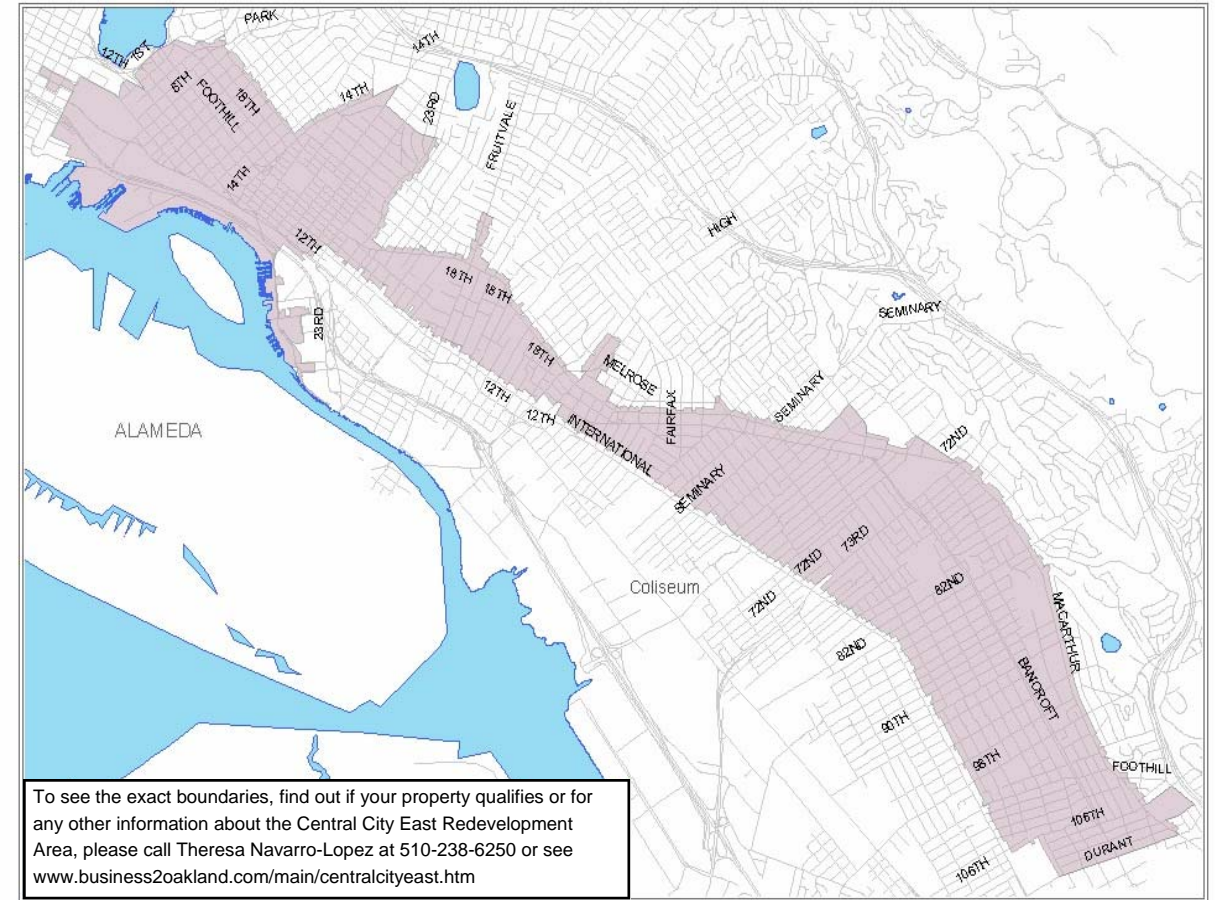
Central City East Redevelopment Area

To see the exact boundaries, find out if your property qualifies or for any other information about the Central City East Redevelopment Area, please call Theresa Navarro-Lopez at 510-238-6250 or see [www.business2oakland.com/main/](http://www.business2oakland.com/main/)

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## Central City East Redevelopment Area



Before Façade Improvement



After Façade Improvement

## Program Description

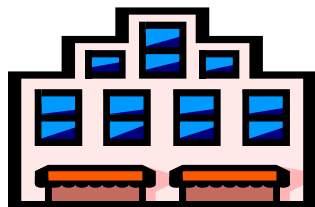
The Oakland Redevelopment Agency is pleased to offer a Façade Improvement Program (FIP) for properties and businesses located in several target areas within the Central City East Redevelopment Area, working with Oakland's existing Neighborhood Commercial Revitalization's FIP.

The Central City East (CCE) Façade Improvement Program (FIP) offers business and property owners



in target areas grants of up to \$30,000 for approved exterior renovations to commercial and mixed use properties, as well as free architectural assistance. Applicant's minimum contribution will vary.

The program is intended to enhance the visual appearance of commercial and mixed-use properties within the CCE Redevelopment area. All improvements must be visible from the public right-of-way.



## Oakland's Façade Programs

The Central City East (CCE) Façade Improvement Program (FIP) offers a grant up to \$30,000 for any eligible commercial or mixed-use building located in the CCE Redevelopment Area. Eligible applicants can layer the CCE FIP with the Façade Improvement Program offered by the Neighborhood Commercial Revitalization (NCR) Program for a total grant of \$60,000. In order to layer the 2 programs, the building must be located within the CCE area **and** be within a designated NCR area.

CCE Only Max	CCE & NCR Max
\$30,000	\$60,000

### NCR Program Areas

NCR areas run along the major commercial corridors because they need the most assistance and these funds are concentrated where streetscape improvements are planned. NCR areas within the CCE Redevelopment area include:

**MacArthur Blvd/Elmhurst/Central East Oakland**

**Foothill/Seminary/Bancroft junction area**

**Fruitvale/Foothill junction area**

**San Antonio/East Lake**

**San Antonio's 23rd Ave/International Blvd area**

## Eligibility

The FIP is intended for commercial or mixed-use buildings requiring façade rehabilitation and improvement or site improvements. All improvements must be visible from the public right-of-way. The property must be located in the CCE redevelopment area. To learn the exact boundaries and see if your property qualifies, please call 510-238-6250 or see [www.business2oakland.com/main/centralcityeast.htm](http://www.business2oakland.com/main/centralcityeast.htm)

### Applicant

Either the property owner or a business-owner-tenant may apply for the grant. If a tenant wishes to apply for the grant, they must have the property owner's permission (a demonstrated agreement) to make improvements **and** have a lease with a minimum of 3 years from the date of the application.

### Improvements

Eligible improvements include: the rehabilitation of historic façades; exterior repairs; windows; painting; removal of old signs; new signage; awnings; exterior lighting; removal of safety grilles and guards; fencing; and landscaping.

## Interested? Have Questions? Contact Us!

Contact the City of Oakland's Central City East staff at 238-6204 for an application packet and to determine if your property is in the Central City East Redevelopment area and/or an NCR area.



## Application Process

1. Applicant receives application from the City of Oakland staff. Please call 238-6204 for an application packet.
2. Applicant completes & submits application.
3. Staff conducts evaluation and makes determination if application is accepted.
4. If application is accepted, staff schedules meeting with architect.

Projects will be evaluated for grants based on their fulfillment of the following goals:

- A) *Visual impact on the commercial district;*
- B) *Clustering of several projects for maximum impact;*
- C) *Commitment of applicants to complete projects;*
- D) *Enhancement of property appearance; and*
- E) *Contribution of project to economic vitality of commercial district*