



City of  
**Mountain  
View**

## Façade Improvement Grant Webinar

Presented by Toni Gomez  
Economic Development  
April 9<sup>th</sup>, 2026



**Facade  
Improvement  
Grant**

## THE ECONOMIC VITALITY TEAM



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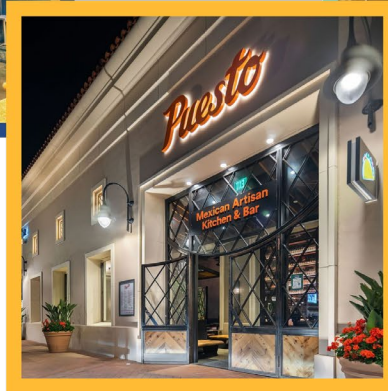
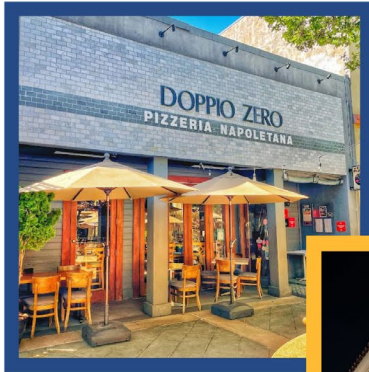
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## Facade Improvement Grant Program



## Facade is the Face of your Business!



## Awning

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

## Paint

Fresh Paint makes a huge impact!

## Doors

Accessible and compatible with the storefront.

## Historical Features

Cornices, columns, pilasters, arches, friezes, pediments, or semi-circular arches, frames of windows or doors.

## Signage

Simple, Clear, Consistent

## Exterior Lighting

Illuminate signs, window displays, and building features.

## Windows

Allow customers to see into your business and understand what your business offers!





## Historical Features

Cornices, columns, pilasters, arches, friezes, pediments, frames of windows or doors.

Businesses should make sure they understand the historic status of their building before touching **ANYTHING!**

## Mural Grants

Have a blank wall?

Businesses can work directly with local artists to access matching funds for murals!

Artists can apply for the program with the consent of the business and property owner.



## Application Process

### Phase One: Design & Planning

Fill out an application for the program

Submit your application, business license, W-9 and property owner authorization

#### City will review the application

Applications that align with the program will receive approval for Design Services as needed

Business works with Designer to produce a Facade Plan

Submit Plan and Project Estimate to the City

#### City will review plan

### Phase Two: Improvements and Reimbursements

Business works with vendors to complete improvements

&/or Business purchases signs

Business submits proof of improvements, invoices and receipts

#### City reviews improvements

**Improvements deemed complete are reimbursed!**

## Facade Improvement Grant Program

<b>EXAMPLE: NEW SIGNS AND AWNING</b>	
Cost of Improvements	<b>\$5000</b>
City Reimburses 75%	\$3750
Business Investment after Reimbursement	<b>\$1250</b>
Total Project Value	<b>\$5000</b>

<b>EXAMPLE: MAJOR IMPROVEMENTS</b>	
Design Services	\$2500
City Reimburses Designer or Business	\$2500
Cost of Improvements paid upfront by Business	\$20,000
City Reimburses 75%	<b>\$15,000 (Maximum)</b>
Business Investment after Reimbursement	<b>\$5000</b>
<b>Total Project Value</b>	<b>\$22,500</b>

## Prevailing Wage

- **Prevailing Wage:** The standard hourly pay rate for certain workers on projects using public funds.
- Prevailing wage shall be paid when the total construction cost is \$15,000 or more (\$25,000 or more for new construction).
- 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.
- ***This does not apply to murals***

## Prevailing Wage

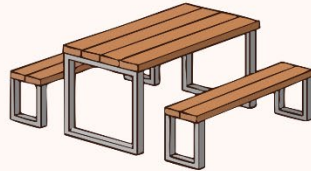
**EXAMPLE: Prevailing Wage Threshold**

Type of Façade Improvement	Maximum Grant Matching Amount	Total Construction Cost	Prevailing Wage Requirement
Signage	\$10,500	\$14,000	Prevailing Wage NOT Required
Painting	\$11,250	\$15,000 +	Project cost > \$15,000 = Prevailing Wage Required
Signage related to NEW Construction	\$15,000 (max)	\$25,000 +	Project cost > \$25,000 = Prevailing Wage Required

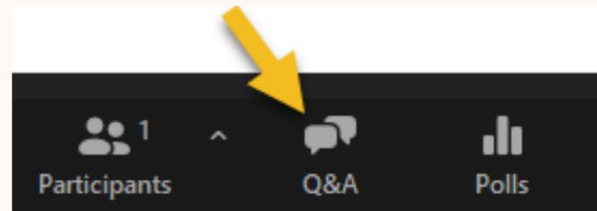
## City of Mountain View Small Business Outdoor Furnishings Grant

A grant for up to \$5000 for outdoor patio furnishings!

1. Outdoor grade furniture (chairs, tables, and umbrellas)
2. Outdoor heaters
3. Small planters



## What are your Questions?



**THANK YOU FOR COMING TO THIS WEBINAR!**

**CONTACT ME WITH ANY FURTHER QUESTIONS!**



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