



LAUREL
OAKLAND

Laurel District Association Façade Improvement Program

Download the Application Visit: www.LaurelDistrictAssociation.org/FLIP
for More Details

Matching Funds: up to \$2,500

Applications will be accepted starting March 15th

You may also qualify for additional project funds with
Kiva-Zip 0% Interest Loans

What is a building Façade? A building facade is the exterior wall(s) of a building, explicitly frontage walls at sidewalks, such as MacArthur Blvd. A building facade includes exterior siding, windows, doors, awnings, business signs, exterior lighting, and more. Think of building facades as anything a pedestrian can see, touch or hear.

What is a Façade Improvement Program? Façade improvement programs are incentive programs created to encourage property owners and businesses to improve the exterior appearance of their buildings and storefronts. The LDA's facade improvement program provides a 50% matching grant, up to \$2,500. This is a financial incentive to Laurel Businesses to improve their building facades.

How can a business in the Laurel apply to receive matching façade improvement funds?

Businesses located within the Laurel District can apply for matching façade improvement funds by filling out an application and turn it back in by:

Email: laureldistrictassociation@yahoo.com

Mail: 4222 MacArthur Blvd, Oakland, CA 94619

Who is available to help me with my application when I have questions? Businesses and property owners can contact:

LDA Executive Director, Daniel Swafford at laureldistrictassociation@yahoo.com or 510.452.7392

Other language translations available. 有中國語言翻譯可用. Hay disponibles traducir el lenguaje Español. Có thể dịch Tiếng Việt hoặc các ngôn ngữ khác



LAUREL DISTRICT ASSOCIATION

Facades of the Laurel - Improvement Program (FLIP)

Welcome

Welcome and thank you for your interest in learning more about the Laurel District Association's (LDA) Facade Improvement Program. The LDA created the Facades of the Laurel - Improvement Program (FLIP program) to incentivize businesses in the Laurel District to improve the exterior appearance of their buildings and storefront, commonly referred to as a building facade.

The LDA's - FLIP program provides a 50% matching grant, up to \$2,500, as a financial incentive to Laurel Businesses or Property Owners to improve their building facades. Projects will be selected based on the current condition of the facade, proposed improvement, and eligibility. Approved projects will be eligible for reimbursement of 50% of the approved project cost, up to \$2,500. That's FREE money! For improvements that enhance your business's appeal as well as the customer experience of the Laurel.

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LDA - FLIP Goals

The LDA has identified three main goals to improving the Facades of the Laurel and improving the experience for shoppers, clients, and visitors to the district. They are;

1. Improve the exterior facades with the greatest need
2. Fund projects that have the most impact on the customer experience
3. Fund projects that have the greatest impact with the resources available

General Recommendations

- Visit: www.LaurelDistrictAssociation.org/FLIP for FAQs and More Details
- Utilize **0% interest loans** from Oakland's Kiva Zip loan program as part of your overall project funding package, along with the FLIP grant dollars
- Use this program as opportunity to reduce your monthly energy costs by integrating sustainable features; insulated and/or UV resistant windows, LED lighting
- Highlight the historic significance of your building and the Laurel as a destination district

Terms and conditions

Reimbursement is subject to the following conditions; original copies of receipts, bills for work completed, full scope of project is completed at time of reimbursement submittal, prior approval to changes in scope of work have all been reviewed and accepted by the LDA. All work that requires a city permit has been improved, inspected, and signed off by a City of Oakland Building Inspector.

CONTACT INFORMATION: Daniel Swafford, LDA Executive Director, 510-452-7392

More information can be found at: <http://laureldistrictassociation.org/>



LAUREL DISTRICT ASSOCIATION
Facades of the Laurel - Improvement Program (FLIP)

Internal LDA use only
Rec'd _____
FLIP ID _____
Score _____

Program Pre-Qualification Application

Contact information

Tax ID #: _____

Applicant Type, check all that apply:

- Property Owner
Sole Business Owner
Property Owner Representative
Business Partner

Applicant/Primary Contact Name: _____

Email Address: _____

Telephone Number: _____ Fax Number: _____

Name of Laurel Business: _____

Name of Business: _____

Name of person or business entity that will be paying the project costs
(if different from the above): _____

Mailing Address
(if different from the above): _____

Property information

- Property Type:
Two or less businesses with storefronts facing the street
More than two business tenants with storefronts facing the street

Property Address: _____

Property Owner* Name as it appears on Deed/Title Documents: _____

*Owner may be required to approve designs and construction activities and materials.

Wish List and Estimated Cost

Please indicate what improvements you wish to make to the facade of your building/ business:

- Awning (replace structure)
Signs (install new)
Windows (replace/restore)
Awning (replace fabric)
Signs (repair existing)
Windows (replace glass only)
Lighting
Tile (replace /restore)
Doors (replace/restore)
Paint
Power washing
Greenwall / Planter /Art Mural
Public Art
Security bar removal
Other _____

Sustainable materials incentive: What sustainable materials are you planning to use in your renovation? _____

Public art incentive: Are you interested in hiring an artist to incorporate artwork into your storefront renovation? _____

Historic restoration incentive: Are you interested in enhancing the historical significance of your building? _____

Please prioritize your goals on this project:
1-Very Important 2-Important 3-Not Important

_____ Upgrade Image	_____ Watching my budget when making improvements
_____ Increase Security	_____ Restoring the building's historic architecture
_____ Increase business visibility	_____ Other

How did you learn about this program? _____

Optional: Attach additional project descriptions, sketches, or cost estimates that can help the LDA determine if your proposed project is eligible.

I certify the information provided is true and correct to the best of my knowledge and the project I am applying for meets the eligibility requirements listed in this application package. I understand the Laurel District's acceptance of this application does not constitute any obligation to any applicant and does not guarantee funding. Failure to reach design agreement will result in discontinuation of the Laurel District's participation in the project. Reimbursement is subject to the following conditions; original copies of receipts, bills for work completed, full scope of project is completed at time of reimbursement submittal, prior approval to changes in scope of work have all been reviewed and accepted by the LDA, completion of the Merchant Checklist (provided with Final Application). All work that requires a city permit have been improved, inspected, and signed off by a City of Oakland Building Inspector.

Signature

Print Name & Date

* Please complete and submit this application by email or print and mail by **April 5, 2017**

Email to: LaurelDistrictAssociation@yahoo.com
Mail or drop off to: Laurel Facade Improvement
4222 MacArthur Blvd., Oakland, CA 94619