



# PROGRAM GOALS

In a continuing effort to promote economic revitalization in the Tennyson and Downtown Retail Corridors, the Hayward City Council recently approved two Façade Improvement Programs. The goal is to provide funding reimbursement resources for property and business owners to upgrade their buildings on Tennyson Road (from Mission Boulevard to Hesperian Boulevard) and Downtown Hayward (B Street from Foothill Boulevard to Watkins Street) to attract and retain retail tenants.

The two facade programs are the Commercial Property Façade Improvement Reimbursement Program and the Small Business Façade Rebate Program. These programs are not available to pay for improvements that have already been completed.



# CONTACT FAÇADE INCENTIVES

## For More Information:

**City of Hayward**  
*Economic Development Division*

**Call: (510) 583-5540**

**e-mail: [EconDev@hayward-ca.gov](mailto:EconDev@hayward-ca.gov)**





## Small Business Façade Rebate Program

- 1 The property owner or business tenant can apply.
- 2 If the tenant applies, they would be required to have written authorization from the property owner in order to participate.
- 3 Up to \$5,000 in rebates would be available to approved applicants for the following:
  - washing/painting the building;
  - replacement awnings;
  - sign repair and replacement;
  - property clean-up.
- 4 To be eligible for the rebate, paint, awnings, and signage must meet the City of Hayward Planning Division Design Guidelines.
- 5 Approved applicants for the Small Business Façade Rebate Program must submit copies of receipts for eligible work performed before the rebate will be issued.



## Commercial Property Façade Improvement Reimbursement Program

- 1 The applicant must be the property owner.
- 2 This funding will be disbursed as a loan with a ten-year term that becomes a grant at maturity, if no event of default.
- 3 Any project over \$25,000 would be secured by a lien on the property.
- 4 The reimbursement request cannot be greater than 50% or \$150,000, whichever is less, of the partial (or total) project cost. However, the City of Hayward can increase the Façade Improvement amount requested with the approval of the Loan Review Committee, the City Manager and City Council.
- 5 Upon project completion, the property must be leased to an approved retail tenant within one year of completion date.
- 6 Evidence of Owner/Private Financing of one-hundred percent of total or partial project cost up to \$300,000.00.



## Business Type

The focus of these Façade Programs is retail/service businesses, but other business types (non-profit/cultural, office, etc.) may be considered on a case-by-case basis.



## General

These programs are subject to funding approval by City Council each fiscal year.



## Application Process

Prior to submitting an application, the applicant would meet with Economic Development staff to review the project. For more information please call (510) 583-5540

Façade Program applications are available at the City of Hayward, Economic Development Division, 777 B Street, 2nd Floor, Hayward, CA 94541.