



Gardena Boulevard Revitalization Façade Improvement Program: Pre-Application Meeting

City of Gardena Economic Development Division

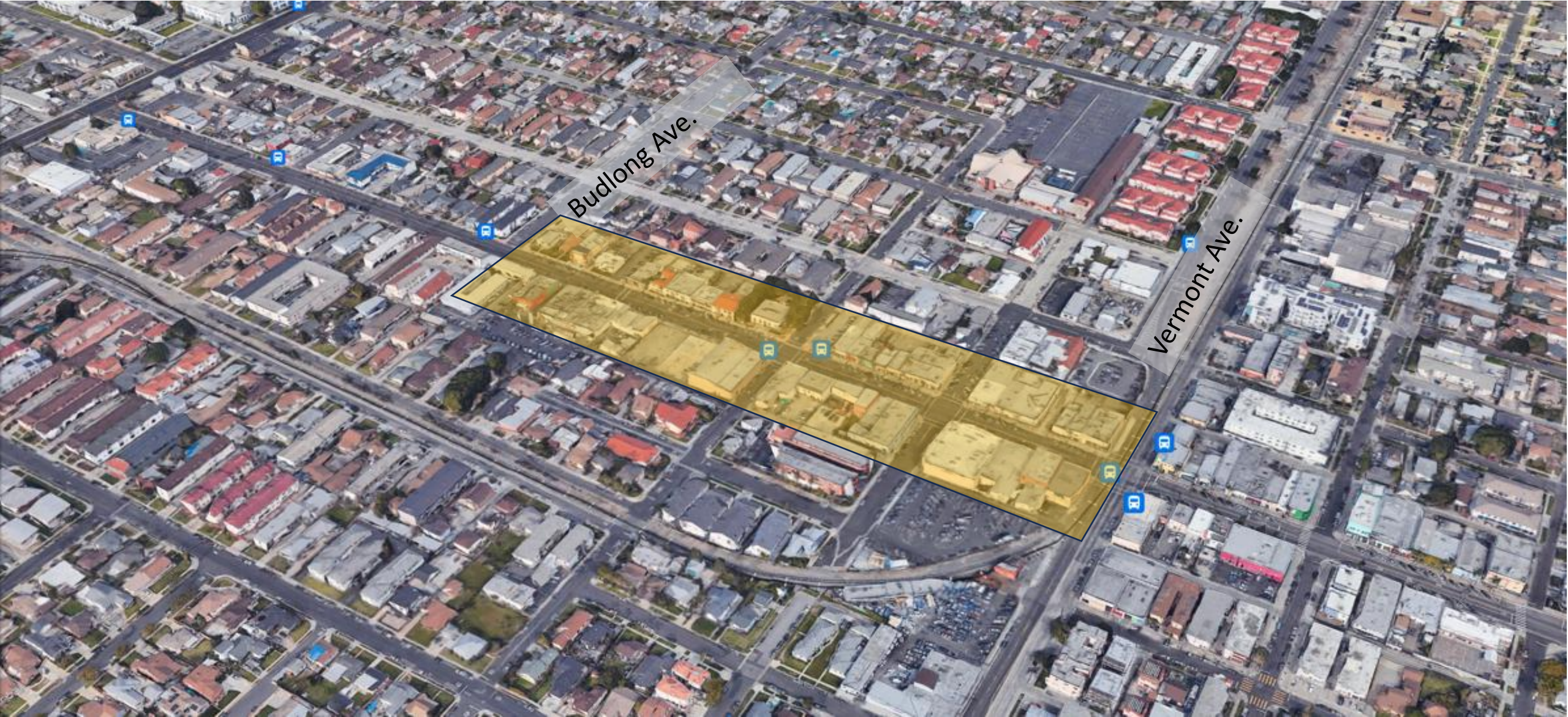
& Willdan Engineering

May 2026

Background

- City of Gardena was awarded **\$2 Million** State Earmark for the revitalization of Gardena Boulevard.
- **Commercial Façade Improvement** was selected as a grant activity to enhance the boulevard, creating a more inviting and modern atmosphere.
- City Council approved a Façade Improvement Conceptual Design and Program for the revitalization of Gardena Boulevard.

W. Gardena Blvd



Grant Program

- **Grant Amount**
 - Maximum of \$30,000.
- **Eligibility**
 - Located within the Program Target Area along Gardena Blvd between Vermont Ave and Budlong Ave.
 - Commercial Property Owner
 - Business Owner (Tenant)
 - Structure facing the street
- **Ineligibility**
 - Residential Rental Buildings (unless part of mix-used)
 - Home-Based Business
 - Bank
 - Structures not facing public right-of-way.

Façade Improvement Program

- **Paint Program** – To enhance building exteriors through coordinated repainting.
- **Signage Program** – To introduce standardized, pre-designed blade signage for businesses.
- **Awning Program** – To provide pre-designed awnings to improve storefront aesthetics.

Current Façade Design




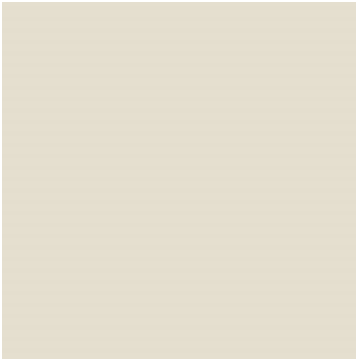
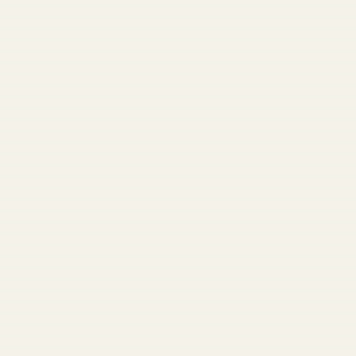
Façade Design – Paint Program



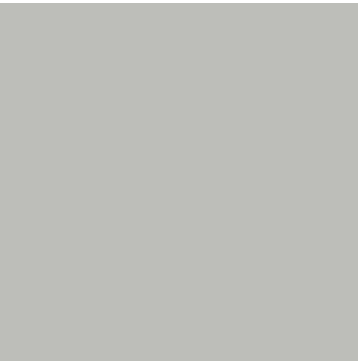


Lighter Shade

Darker Shade


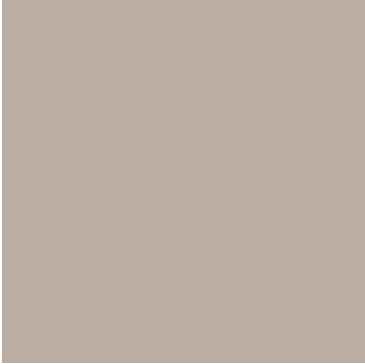
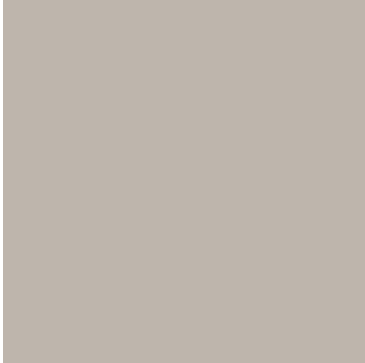
Color Palettes - White

BEHR CHART NUMBER	BEHR COLOR NAME	COLOR SAMPLE	BEHR CHART NUMBER	BEHR COLOR NAME	COLOR SAMPLE
OR-W11	White Mocha		GR-W12	Confident White	
BWC-11	Fresh Popcorn				

Color Palettes - Gray

BEHR CHART NUMBER	BEHR COLOR NAME	COLOR SAMPLE	BEHR CHART NUMBER	BEHR COLOR NAME	COLOR SAMPLE
PPU24-17	Hailstorm Gray		PPU26-18	Silver Mine	
PPU18-10	Natural Gray				

Color Palettes – Rust/Brown

BEHR CHART NUMBER	BEHR COLOR NAME	COLOR SAMPLE	BEHR CHART NUMBER	BEHR COLOR NAME	COLOR SAMPLE
N250-3	Pottery Wheel		N200-3	Nightingale Gray	
PPU18-12	Graceful Gray				

Façade Improvement Overall Vision

[Multiple Storefronts - Before]



[Multiple Storefronts - After Improvements]



Application

- **Program Application:**
 - **Date:** May 21, 2026
 - **Application Period:** First 25 applications accepted; additional submissions will be placed on a waitlist.
 - **Application Availability:** Hard copies of Guideline and Application Packet available at City Hall or online.
 - **Submittal:** In person at City Hall or via email at economicdevelopment@cityofgardena.org

Required Application Documents

Attach the following documents to the application. Incomplete applications will not be accepted.

- Completed Commercial Façade Improvement Program application form.
- Evidence of business and/or property ownership (e.g., lease or grant deed).
- Evidence of property and fire insurance.
- Evidence of current City of Gardena Business License.
- Color photographs of the storefront - include all sides of the building and property.

Note: Please remember to attach all the information requested. Do not send originals.

Program Timeline

1. Submit the Application
2. Application Approval
3. On-Site Inspection
4. Pre-Bid Meeting
5. Review Design
6. Contractor Selection
7. Execute a Participation Agreement and a Construction Agreement.

Q&A