



South Orange Downtown Facade Improvement Grant Program Guidelines

The South Orange Downtown Special Improvement District (SID) is funding a facade grant program to assist small businesses and property owners located within the SID boundaries with performing façade improvements to their storefronts. The South Orange Downtown Facade Improvement Grant Program is intended to support and encourage small businesses to reinvest in the downtown business district.

The facade program recognizes the positive impact that individual building improvements can have on the overall appearance, quality and vitality of the downtown business district. The goal is to help small businesses and property owners rehabilitate and enhance their storefronts by providing an incentive grant that covers 75% of the cost of eligible improvements with a maximum grant allowance of \$2,000 per applicant.

APPLICANTS MUST:

- Own a small business or property within the SID
- Secure funding to pay for the total project cost up front, prior to reimbursement
- Must have at least three years left on their lease agreement
- Complete and submit the application form with required attachments
- Demonstrate commitment to program requirements and design guidelines.

ELIGIBLE PROJECTS

Exterior work (including painting) that significantly improves the appearance of facades and other visible sections of building exteriors.

Business signage, awnings, exterior lighting, and other additions or improvements that add to the visible exterior appeal of retail, service, office, and other non-residential buildings



Interior improvements that enhance the visual appeal of building exteriors, such as storefront-window displays

Upgrades that include new lighting that will both enhance a building's exterior appearance after dark and brighten the downtown streetscape

SELECTION CRITERIA

- **Need-** Priority will be given to storefronts in extreme disrepair.
- **Impact-** Clusters of 3-5 adjacent businesses will be considered priority projects. The clustering effect has the biggest visual impact.
- **Capacity:** Applicants must be able to pay for the total project cost up front as well as adhere to project deadlines and requirements.

HOW IT WORKS

Application Period- Applications will be reviewed on a rolling basis. Submit your completed application form and required attachments via email to melissa@southorangedowntown.org. No applications will be accepted for retroactive projects.

Review & Selection- Applications will be evaluated based on the selection criteria (*see section heading "Selection Criteria"*). You will be notified within 4 weeks if your application has been selected to move forward. An award letter will be issued by South Orange Downtown.

Contract Execution- Upon approval, you will meet with South Orange Downtown to finalize the scope of work and project design. You will submit detailed estimates, with shop drawings if applicable, from at least two licensed and insured contractors. You will have to sign a contract agreeing to follow the program requirements. The contract will include the detailed project scope, grant amount, and contractor information.



Construction- Work with your contractor(s) to begin and complete your project as soon as possible but no later than 60 days after the contract is signed. If needed, program staff can help you find qualified contractors.

GRANT AWARD

The program provides reimbursement grants and payment will be made upon satisfactory completion of projects. Grantees will be reimbursed up to 75% of the total cost of improvements with a maximum grant of \$2,000. For example:

Total Project Cost: \$2,000 75% Grant: \$1,500 Cost to applicant: \$500	Total Project Cost: \$5,000 75% Grant (\$2,000 max): \$2,000 Cost to applicant: \$3,000
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South Orange Downtown will make regular site visits to monitor progress and ensure compliance with the agreed-upon design and scope of work. **Projects that do not comply with the agreed-upon scope of work will not be reimbursed.**

All receipts submitted within 30 days of project completion date. Your reimbursement payment will be processed within 14 days of receipt(s) submission for completed work.

QUESTIONS?

Please contact:

Melissa Hodge
Executive Director
South Orange Downtown
76 South Orange Ave Suite 303
South Orange, NJ 07079
Tel: 973-763-6899
Mobile: 973-609-0623
Email: melissa@southorangedowntown.org



SOUTH ORANGE DOWNTOWN FACADE IMPROVEMENT GRANT PROGRAM APPLICATION

I am a: Property Owner Business Owner Both

Name of Applicant: _____

Phone: _____ Email: _____

Mailing Address: _____

How do you prefer we contact you? Email Text Phone

PROPERTY INFORMATION

Property Address: _____

Property Owner: _____

Property Owner Mailing Address: _____

Phone: _____ Email: _____

Building lot frontage: _____ I don't know

BUSINESS INFORMATION (for business owner applicants)

Business Name: _____

Type of Business: _____

Business Address: _____

EIN: _____ Sq ft. of retail space: _____

Years in business at this address: _____ Commercial lease expiration date: _____

Years in business in South Orange: _____



CAPACITY

This is a reimbursement program. You will be responsible for paying the total cost of the project upfront and will be reimbursed 75% of the cost, after project completion, up to the maximum grant amount of \$2,000.

When are you prepared to begin construction on your project?

Immediately 1 month 1-3 months Other _____

How much money are you prepared to invest in your project? \$ _____

Project vision: _____

Please indicate which eligible improvements you wish to make:

- Façade restoration (cornice repair, masonry work, brick pointing)
- New storefront sign and awning
- Storefront framing & window replacement
- Exterior lighting installation
- Exterior painting
- Door repair/replacement
- Other exterior improvements (be specific): _____

Please describe your proposed project. Include specific improvements, such as what materials or portions of the building will be replaced or repaired:



I am interested in receiving free design assistance from the Design Review Board.

SIGNATURES

Applicant

By signing below, I am requesting to participate in the South Orange Downtown Facade Improvement Program. I have read and understood the program guidelines. If selected, I agree to follow the outlined grant process, completing work that is in keeping with the stated requirements. I understand that I will be responsible for paying the total cost of improvements upfront and will be reimbursed after my project is completed. If selected to participate, I will sign an agreement with South Orange Downtown agreeing to the grant terms.

Signature: _____

Applicant Name (please print): _____

Date: _____

Property owner statement of support (for business owner applicants)

I am the owner of the property located at _____ South Orange, NJ 07079. I have read the above description of the proposed storefront improvement project and consent to the completion of the project by the applicant under the guidelines of the South Orange Downtown Facade Improvement Program.

Signature: _____

Property Owner Name (please print): _____

Date: _____