

Storefront Improvement Program Guidelines

City of Philadelphia, Department of Commerce



Program Description

The purpose of the Storefront Improvement Program is to encourage businesses and property owners within eligible neighborhood commercial corridors (see attached list) to improve their storefronts, making these areas more attractive to shoppers and growing their vitality and economic performance. The program reimburses owners of commercial buildings and businesses who make storefront improvements. The program can reimburse up to 50% of the cost of eligible improvements to a maximum of \$8,000 for a single commercial property, or up to \$12,000 for a multiple address, or corner business property.

Eligible Applicants

1) Owners of commercially occupied property; and 2) operating tenant businesses with approval of property owners. Storefront improvement projects must be on an eligible corridor. Projects located within one block of an eligible corridor will be evaluated on a case by case basis. Eligible properties must be occupied by a business that provides goods or services that are available to neighborhood residents. Office and industrial buildings are generally not eligible. Applicants must be operating legally, properly registered, licensed with the City of Philadelphia and current with all city taxes. A property improved under this program may apply for the maximum \$8,000 or \$12,000 allowances no more than once every five years, with exception of signage and/or awning costs for a new business. **Applications submitted after construction has begun will not be considered.**

Eligible Improvements

Improvements must be exterior and visible to the public, and preserve and enhance the historic and architectural integrity of buildings. Typical projects include:

- Masonry/Brick pointing
- Cornices
- Exterior Painting
- Windows/ glazing
- Exterior doors
- Exterior façade lighting
- See-through security grills
- Signage and awnings

Design Review: Applications will be reviewed by a design committee who may suggest changes or require specific changes to the proposed work for the application to be approved and be eligible for reimbursement. In areas with local design guidelines and processes, applicants should consult the local guidelines and seek feedback on their proposal from their local organization first.

Security Improvements: Security improvements such as cameras and alarm systems will be eligible as part of a larger storefront improvement project. Applicants who apply for security improvements only will be subject to design review as described above. Exceptions will be made when applicants document that they have recently been the victim of a crime.

Solid security grates, elimination of windows, or projects that reduce the size of window openings are not be eligible.

Application Process

- 1) **Meet with your relationship manager at the property to review the program guidelines and application, and to discuss and begin planning your project.** Your relationship manager will be either a representative of an neighborhood organization responsible for the commercial corridor where your business is located, or a City staff person. To find out the relationship manager for your area, call (215) 683-2025.
- 2) **Contact your relationship manager when you have completed the program application and gathered the required documentation.** The application must include:
 - a) Photos of your building clearly showing all areas to be improved, and at least one photo showing the entire front facade of your building.

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- b) An illustration of the work you would like to do. A hand drawn sketch, a printed-out digital picture with written notes, a photo with post-it notes attached or an architect's rendering all are acceptable. If your project includes signs or awnings, ask your contractor to prepare a picture of what the new sign or awning will look like for review.
 - c) Estimates from licensed contractors detailing 1. on-site labor and 2. offsite material and fabrication costs. Two estimates are required. We recommend you secure at least three. All applicants must seek proposals from businesses owned and controlled by minority persons (MBEs), women (WBEs) or disabled persons (DSBEs) as described below.
 - d) A letter from building owner (if this is not you) granting permission for the proposed work.
- 3) **Fully documented applications should be delivered by mail to Ana Fuentes, Commerce Department, 1515 Arch Street, 12th floor, Phila PA 19102 or ana.fuentes@phila.gov.** Applications will be reviewed for completeness. The applicant and their relationship manager will be notified that the application has been received and whether anything is missing. Incomplete applications will not be considered.
 - 4) **Complete applications will be reviewed by a design committee within two weeks of receipt.** The committee may require specific changes for an application to be approved.
 - 5) **The applicant must NOT commence work until written approval from the City is received.** Approved applicants have up to 6 months to complete proposed improvements.
 - 6) **Approved applicants should proceed with the agreed upon scope of work and in compliance with any special conditions set forth in the award letter.** Applicants who wish to change the scope of work from what was approved, or who wish to use a new contractor, must submit new estimates and a revised proposal for review and approval.
 - 7) **Upon completion, applicants must submit the following by mail:** invoices, receipts, cancelled checks, credit card statements or other payment verification, as well as copies of any required permits and color photographs of the completed work. **If you pay your contractor in cash we will be unable to reimburse you.**

Additional Program Requirements

- *Economic Opportunity:* As part of Mayor Nutter's Strategic Plan for this Administration, a goal to create and retain jobs by fostering an improved business environment has been established. One of the strategies designed to achieve this end is strengthening supports to minority, women, and disabled residents and businesses. All applicants certify to make "best and good faith efforts" to include businesses owned and controlled by minority persons (MBEs), women (WBEs) and disabled persons (DSBEs) in their projects. In exercise of "best and good faith efforts" applicants for this program must solicit MBEs, WBEs and DSBEs for participation in the project. NOTE: Potential M/W/DSBE project participants can be found in the City of Philadelphia's Office of Economic Opportunity Directory of Certified Firms (Contact OEO at 215-686-6232 or review the online directory at www.phila.gov/mbec/directory.asp) or the Pennsylvania Unified Certification Program's Directory of Disadvantaged Business Enterprises (<http://www.paucp.com>). Approval letters will advise applicants whether they will be required to report on "best and good faith efforts" as a condition of receiving the rebate offered by this program.
- This program is funded in part with Community Development Block Grant Funds. As a result, Federal Labor Standards Requirements for Construction wage costs may apply. This may increase your project costs.
- Funds are awarded on a first-come first-served basis.
- The amount that this program is able to approve for reimbursement will not always be equal to 50% of the eligible costs or the maximum amount due to availability of funds and restrictions in how program funds can be spent.
- Restaurants that serve alcohol will be asked to document that a significant portion of their revenue comes from food sales. Bars that cannot provide this documentation will not be eligible. Restaurants may be asked to submit a copy of their menu.
- Projects within areas with special design controls or within historic districts must comply with those requirements.
- Improvements to buildings occupied by non-profits will be evaluated on a case by case basis and will only be eligible if the non-profit uses the space to provide services or programming that are open to the public. Churches and schools are not eligible.

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Eligible Pedestrian-Oriented Neighborhood Commercial Corridors (Revised 10/7/09)

CORRIDOR	BLOCKS
22nd Street	2700-3100 North 22nd, 1900-2300 Allegheny
29th & Dauphin	2300 North 29th
40th Street & Girard Avenue	3800-4100 Girard, 1100 North 40th & 41st
40th Street & Market Street	100 North-200 South 40th, 4000 Market
45th & Walnut Street	4400-4600 Walnut Street, 100-300 South 45th
48th Street & Spruce Street	4700-4800 Spruce, 300 South 48th
52nd & Market Streets	100 North - 300 South 52nd
52nd Street North	600-1700 North 52nd
54th & Berks	1800-2000 North 54th
5th Street & Hunting Park Avenue	4200-4700 North 5th
5th Street & Lehigh Avenue	2600-3100 North 5th, 400-500 W. Lehigh
5th Street & Olney Avenue	5300-5700 North 5th
5th Street & Roosevelt Boulevard	4800-5200 North 5th
60th & Market Streets	100 North-300 South 60th
63rd Street North	1200-2100 North 63rd Street
7th & Porter Streets	1900-2500 South 7th
9th Street	800-1200 South 9th St., 700-1000 Washington
Baltimore Avenue	4000-5400 Baltimore Avenue
Broad Street & Cecil B. Moore Avenue	1400-1900 Cecil B. Moore, 1400-1600 North Broad
Broad Street & Germantown Avenue	3400-4000 Germantown, 3600-3800 North Broad
Broad Street & Olney Avenue	5500-5900 North Broad, 5700-5900 Old York Road, 1300 Olney Avenue
Broad Street & Ridge Avenue	1400-1800 Ridge Avenue, 700-800 North Broad Street, 1400-1900 Fairmount Avenue

CORRIDOR	BLOCKS
Broad Street & Snyder Avenue	1900-2100 South Broad, 600-1600 Snyder
Broad Street & Susquehanna Avenue	2200 North Broad, 1400-1500 Susquehanna
Castor Avenue	5900-7200 Castor Avenue
Center City: Center City East	700-1000 Chestnut, 700-1000 Market, 2-200 South 7th, 2-200 South 8th, 2-200 South 9th, 2-200 South 10th, 2-200 South 11th, 700-700 Ranstead, 900-1000 Ludlow
Center City: Jeweler's Row	700 Sansom
Center City: Midtown Village	1100-1300 Spruce, 1100-1300 Locust, 1100-1300 Walnut, 1100-1300 Sansom, 1100-1300 Chestnut, 1100-1300 Market, 2-200 South 13th, 2-200 South Broad, 2-200 South Juniper, 24-100 East Penn Square
Chester Avenue	5400-5800 Chester Avenue
Chew & Cheltenham Avenues	5600-5700 Chew Avenue, 700-800 East Cheltenham
Chinatown	800-1100 Arch Street, 800-1100 Race, 800-1100 Vine, 100-200 North 9th, 10th & 11th
East Falls	4000-4300 Ridge Avenue, 3500-3700 Midvale Avenue
Fairmount Avenue	2000-2400 Fairmount Avenue
Frankford Avenue (Frankford)	4000-5300 Frankford
Frankford Avenue (Mayfair)	6200-8500 Frankford
Frankford Avenue (New Kensington)	1200-3100 Frankford
Front Street & Kensington Avenue	2100-2300 North Front Street, 2400-2600 Kensington Avenue
Germantown & Lehigh Avenues	2500-2900 Germantown
Germantown Avenue - Lower	4900-5300 Germantown
Germantown Avenue - Lower Mt. Airy	6300-6700 Germantown
Germantown Avenue (Nicetown)	4100-4400 Germantown Avenue
Germantown Avenue: Chestnut Hill	7600-8600 Germantown

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CORRIDOR	BLOCKS
Germantown Avenue: Upper Mount Airy	6800-7500 Germantown
Germantown Avenue: Central Germantown	5400-6200 Germantown, Maplewood Mall, 100-300 East Cheltenham, 100-300 West Cheltenham
Girard Avenue & Broad Street	1000-1800 West Girard, 900-1300 North Broad
Girard Avenue (Front-9th Streets)	000-900 West
Girard Avenue East	000-800 East
Girard Avenue West	2500-2900 West Girard
Haverford and City Avenue	7200-7600 Haverford Avenue
Kensington & Allegheny Avenues	2800-3600 Kensington, 800-1800 East Allegheny
Lancaster Avenue	4400-5400 Lancaster
Lancaster Avenue	5900-6200 Lancaster
Lancaster Avenue - PEC	3800-4300 Lancaster
Lancaster Avenue - UCD	3400-3700 Lancaster
Lansdowne Avenue	5900-6200 Lansdowne
Logan Business District	4700-5100 North Broad, 4700-5100 Old York Road, 4700-4900 North 11th, 1200-1600 Loudon Street
Main Street: Manayunk	4100-4500 Main, 4100-4400 Cresson
Market Street - West Philadelphia	4600-6300 Market Street

CORRIDOR	BLOCKS
Marshall Street	900-1100 North
Ogontz & Cheltenham Avenues & Washington Lane	6800-8000 Ogontz, 1800-1900 Cheltenham, 1900 Washington
Oxford Avenue: Fox Chase	7500-7900 Oxford Avenue, 400-500 Rhawn Street, 2-600 Huntingdon Pike
Parkside Avenue	4700-5100 Parkside
Passyunk Avenue	1400-2000 East Passyunk Avenue
Point Breeze Avenue	1200-1700 Point Breeze Avenue
Ridge & Cecil B. Moore Avenues	1900-2400 Ridge Avenue, 1900-2300 Cecil B. Moore
Ridge Avenue: Roxborough	5000-7100 Ridge, 470-400 Leverington, 482-516 Green Lane
Rising Sun Avenue	5700-7700 Rising Sun
South Street Headhouse District	600 South 2nd, 500-600 South 4th, 500-600 South 5th
South Street West	900-2200 South Street
Torresdale Avenue	5200-7200 Torresdale
Wadsworth Avenue	1500-1600 Wadsworth, 3120-3210 West Cheltenham
Woodland Avenue - Lower Woodland	4600-4800 Woodland
Woodland Avenue - SW Philadelphia	5800-6600 Woodland

Storefront Improvement Program Application

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PART 1 - APPLICANT INFORMATION

Address of Property Being Improved _____ ZIP Code _____

Applicant Name (person or company applying for rebate) _____

Applicant's Mailing Address (if different than above) _____ ZIP Code _____

Applicant Business Privilege Tax # _____ EIN or SSN# _____

Contact Person & Title _____

Contact Phone Number _____ Fax Number _____ Email _____

Name of Business in Property Being Improved _____

Type of Business _____ Number of Employees _____

Legal Name of Property Owner _____

NOTE: Applicants must NOT commence work until written approval from the City is received.

CERTIFICATION FOR COMPLIANCE WITH FEDERAL, STATE & LOCAL REQUIREMENTS. I certify:

1. The information contained here is accurate.
2. The business and property owner(s) are current with all City obligations, including but not limited to taxes, licenses, water revenue billings, etc. All permits, licenses, environmental and historical requirements associated with the above work will be complied with.
3. I have read and will comply with the requirements outlined in the Storefront Improvement Program Guidelines.
4. I understand that Federal Prevailing Wage Rate Requirements may apply to this project (I will be notified in advance by the City if they do) and I agree to work with the City Labor Standards Compliance officer in implementing those wage rates, when applicable, with the contractors I have selected. The Philadelphia Department of Commerce is not liable for any legal actions due to the neglect of such compliance.
5. I certify to make "best and good faith efforts" to include businesses owned and controlled by minority persons (MBEs), women (WBEs) and disabled persons (DSBEs) in the project. Potential M/W/DSBE project participants can be found in the City of Philadelphia's Office of Economic Opportunity Directory of Certified Firms (Contact OEO at 215-686-6232 or review the online directory at <http://www.phila.gov/mbec/directory.asp>) or the Pennsylvania Unified Certification Program's Directory of Disadvantaged Business Enterprises (<http://www.paucp.com>).

APPLICANT OR DESIGNATED REPRESENTATIVE

Name _____ Title _____

Signature _____ Date _____

Relationship Manager Name _____	Organization _____
Telephone _____	Email _____
Commercial Corridor Name _____	

PART 2 – STOREFRONT IMPROVEMENT PROPOSAL

Describe the improvements you plan to make to your storefront:

Describe any other building improvements you will be making (if applicable):

CHECKLIST -Please attach the following:

- Photos of your building clearly showing all areas that will be improved, and at least one photo that shows the entire front facade of your building.
- An illustration of the work you would like to do. Any of the following are acceptable:
 - ✓ A hand drawn sketch of the front of your building (does not have to be to scale)
 - ✓ a printed-out digital picture with written notes
 - ✓ a photo with post-it notes attached
 - ✓ an architect's rendering
 - ✓ NOTE: if your project includes signs or awnings, please ask your contractor to prepare a picture of the new sign or awning showing all dimensions, materials, colors, and lettering.
- Contractor estimates detailing 1. on-site labor and 2. offsite material and fabrication costs. Two estimates are required. We recommend you secure at least three. All applicants must seek proposals from businesses owned and controlled by minority persons (MBEs), women (WBEs) or disabled persons (DSBEs) as described above and in the program guidelines.
- letter from building owner (if this is not you) granting permission for the proposed work.

PART 3 – COST ESTIMATES

Please complete estimated cost of each improvement. *Maximum reimbursement of project costs is up to \$8,000 for a mid-block property or up to \$12,000 for a corner or a larger multi-address property.*

PRE-DEVELOPMENT and PLANNING COSTS –these costs are eligible for up to 100% re-imbusement

Service	Costs
Design/ architecture services	\$
Permits and associated fees	\$
SUBTOTAL	\$

CONSTRUCTION COSTS –these costs are eligible for up to 50% re-imbusement

Improvement Type	Off-Site Costs (materials, fabrication)	On-Site Labor Costs (installation, construction)	Total Costs
Façade masonry	\$	\$	\$
Brick pointing	\$	\$	\$
Cornices	\$	\$	\$
Exterior Painting	\$	\$	\$
Windows/ glazing	\$	\$	\$
Exterior doors	\$	\$	\$
Exterior façade lighting	\$	\$	\$
See-through security grills	\$	\$	\$
Signage	\$	\$	\$
Canopies/ awnings	\$	\$	\$
Handicapped ramps	\$	\$	\$
Window boxes	\$	\$	\$
Security Equipment (alarm systems, camera systems)	\$	\$	\$
Other: _____	\$	\$	\$
Other: _____	\$	\$	\$
SUBTOTAL	\$	\$	\$

TOTAL COSTS FOR STOREFRONT IMPROVEMENTS

\$ _____

Submit your completed application to your Relationship Manager, or e-mail to ana.fuentes@phila.gov,
or mail to Phila Commerce Dept, 1515 Arch St, 12th Fl, Phila, PA 19102.
You will receive a notification by e-mail when your applicaiton is received.