



Storefront Improvement Grant Program

Did You Know...

Your storefront is the primary tool for advertising your business.

Did you know that 53% of shoppers base their first impression of your store on the appearance of your façade?

You only have eight seconds to make an impression on a pedestrian and only one second to grab the attention of a motorist. Make sure it's a good impression!

The perceived quality of a purchase is in direct proportion to the look of a store, right down to the cleanliness of the windows.

The WSP is investing in our business community and we can help you.

Submit An Application Today!

Use Of Funds

The Program is designed to quickly provide increased funding to help property and business owners make improvements to their storefronts and facades as we work to improve the total appearance of the West Side commercial district; to create a vibrant, attractive street level experience.

Eligible Businesses

Commercial establishments located on West Side Avenue between Stegman Pkwy and Broadway as well as some properties on Communipaw Avenue for exterior improvements such as storefront signage, lighting, windows and painting.

Amount of Investment

Approved applications can receive a grant for 75% of the project cost up to \$5,000.

Fees

There are NO application fees to participate.

Application Deadline

Applications must be submitted and work must be completed no later than 120 days from application approval date. Applications are accepted on a first come first serve basis.

General Conditions

Banks, savings and loan associations, car dealerships (new/used), gas and auto service stations and stand alone "chain" stores are not eligible for this program.



Storefront Improvement Grant Program Guidelines

I. STATEMENT OF PURPOSE

The Storefront Improvement Grant Program is intended to encourage investment resulting in physical improvements within the West Side Avenue commercial district.

II. PROGRAM FUNDING

The program is funded through the West Side Avenue Special Improvement District.

III. ELIGIBILITY

The following criteria will be used to determine whether an applicant is eligible for a storefront improvement grant:

A. Area Eligibility: Projects must be located within the West Side Avenue Special Improvement District.

B. Types of Businesses

1. Commercial establishments (retail only).

2. Service establishments to include:

- a. Professional services (e.g.: doctors, lawyers, accountants, architects, etc.);
- b. Personal services (e.g.: dry cleaners, laundromats, barber & beauty shops, etc.);
- c. Certain repair services (e.g.: office equipment, radio/television, bicycle, furniture, locksmith, etc.);
- and
- d. Business services (e.g.: advertising, office management, printing, etc.).

Banks, savings and loan associations, gas and auto service stations, new and used car dealerships and stand alone "chain" stores are not eligible for this program.

IV. ELIGIBLE WORK

Exterior building improvements based on an approved work plan which can include: signage, awnings, storefront lighting, windows, painting, etc.

V. PARAMETERS OF GRANT

A. Grant Size: Up to 75% or \$5,000.00 maximum for eligible improvements. The grant agreement can be with the property owner or the tenant of the property (tenants must secure the property owners agreement to access this program).

B. Fees: There are no fees to participate in this program.

C. The application must be completed and approved with work being completed no later than 120 days from application approval.

VI. WAIVER OF PROVISIONS

The Board of Trustees of the WSP may waive certain provisions of these guidelines based on a determination of the private and public benefits of the project.

VII. NOTIFICATION

The WSP reserves the right to:

- A. Reject any and all applications.
- B. Announce all grant commitments publicly.

VIII. ADDITIONAL INFORMATION

For additional information, please contact the West Side Partnership at 201.918.2426 or via email at Alison@publicspaces.com.

The West Side Avenue Partnership does not discriminate on the basis of race, color, sex, religion, marital status, disability, age, sexual orientation or national origin. No person, solely on the basis of any of the above factors, shall be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under the grant programs operated by the West Side Avenue Partnership.

Signage Tips

- Is your signage clearly visible to passing pedestrian and car traffic?
- Is your signage current and in good repair?
- Is your signage well lit?
- Is your signage free from burnt out lightbulbs?
- Are your store hours up to date and visible?

IX. APPLICATION PROCESS

STEP 1: Property owner or tenant submits storefront Improvement Grant application to the WSP with photograph(s) of building, copy of current occupancy permit, description of proposed improvements and written cost estimates.

STEP 2: WSP will review the submitted requested improvements. Review may include a design consultation with WSP staff or their agent. If proposal is acceptable, the WSP will provide a commitment letter to the applicant within seven business days.

STEP 3: Upon applicant signing and returning the commitment letter, WSP will make a deposit directly to the vendor/contractor (for a maximum of 75% of project costs. Deposit not to exceed \$5,000) and work may begin. *All required permits and inspections are the responsibility of applicant/contractor. WSP will monitor progress of the building improvements.

NOTE: THE WSP WILL NOT PAY FOR ANY WORK THAT HAS BEEN COMPLETED PRIOR TO A STOREFRONT IMPROVEMENT GRANT COMMITMENT LETTER BEING EXECUTED.

STEP 4: Upon installation or completion of work and all required city inspections have been completed, WSP will pay any remaining commitments of the 75% grant, again not to exceed the program maximum of \$5,000.

Examples of Possible Project Costs and Façade Grant Disbursements

Total Project Cost	Total Grant Amount	Deposit	Grant Balance	Responsibility of Owner
\$3,000.00	\$2,250.00	\$1,500.00	\$750.00	\$750.00 (project balance)
\$5,000.00	\$3,750.00	\$2,500.00	\$1,250.00	\$1250.00 (project balance)
\$8,000.00	\$5,000.00	\$4,000.00	\$1,000.00	\$3,000.00 (project balance)
\$12,000.00	\$5,000.00	\$6,000.00	\$0	\$1,000 (towards deposit) + \$6,000 (project balance)



Storefront Improvement Grant Program Application

Please submit application to
Alison Tulli, Program Coordinator
201.918.2426 ~ Alison@publicspaces.com

APPLICANT INFORMATION

Name of Applicant

Tax ID# (if company)

Email Address

Telephone Number

SS# (if individual)

Street Address

City/Town

State/Zip

IF TENANT, PLEASE PROVIDE:

Name of Building Owner

Telephone Number

Street Address of Building Owner

City/Town

State/Zip

PROPERTY TO BE IMPROVED

Name of Business

Telephone Number

Street Address

City/Town

State/Zip

ADDITIONAL INFORMATION/DOCUMENTS

The following information **must** accompany this application:

1. Complete description of requested improvements. Please be sure to include where applicable: materials, colors, fonts, dimensions, location of improvements on the façade, etc.
2. Photos of store façade.
3. A copy of the occupancy permit issued by the city.

Storefront Improvement Grant Program Application (cont'd)

CERTIFICATIONS AND DISCLOSURES:

1. I/We have provided all information requested to the best of my knowledge, and I/we have read and fully understand the program guidelines and requirements of the WSP Storefront Improvement Program.
2. That I/we will not discriminate on the basis of race, color, sex, religion, marital status, disability, age, sexual orientation or national origin.
3. That I/we do not have a business relationship (as stockholder, partner, member, agent, representative, employee) or family relationship with any person who is or what, within one (1) year prior to the date of this application, an employee of the WSP.

All applicants for loans or grants from the West Side Partnership are required to disclose if they are employees of or related to employees of the WSP or city of Jersey City. If you are an employee or related to a WSP or city of Jersey City employee, a formal Conflict of Interest waiver must be presented to the the WSP's Board of Trustees.

PLEASE CHECK AND COMPLETE THE APPROPRIATE BOX

I am an employee of the:
City of Jersey City _____ Department

West Side Partnership Employee

That I am related to (Employee's name) _____
an employee of the:
 City of Jersey City _____ Department

West Side Partnership

My relationship to the employee:
 Spouse Father Mother Daughter Son Other

If other, please specify: _____

That I am not related to an employee of the WSP or the City, nor am I an employee of the WSP or the City.

4. That I/we have not offered and shall not offer anything of value to any person currently employed by the WSP.
5. Effect of Non-Disclosure: That I/we acknowledge that my application may be summarily rejected if any information I have supplied is false or misleading.
6. All required permits and inspections are the responsibility of the applicant/contractor.
7. Assurance of Compliance with Grant Requirements: That I/we give the assurance that I/we will comply with the requirements that apply to this grant application.

Signature: _____ Date: _____

Note: All bids must conform to approved design.