



DOWNTOWN FAR ROCKAWAY

STOREFRONT IMPROVEMENT PROGRAM

2016



careers
businesses
neighborhoods

MAYOR'S FUND
TO ADVANCE
NEW YORK CITY

NYBAC
New York City Business Assistance Corp

Introduction

The Downtown Far Rockaway Storefront Improvement Program is an initiative of the New York City Business Assistance Corporation (NYBAC) and the New York City Department of Small Business Services (SBS) with the support of the Mayor's Fund to Advance New York City. The grant provides a 75% match of funds (up to \$10,000 per storefront) to help local business and property owners complete storefront renovation projects. The program will enhance commercial corridors through targeted improvements to small businesses in Downtown Far Rockaway.

Program Goals

The goals of the program are to

- Revitalize building façades using best practices in storefront design;
- Improve commercial corridors and promote the character and stability of Downtown Far Rockaway;
- Allow longstanding businesses to stay competitive and keep pace with neighborhood change;
- Create a stronger, safer neighborhood that attracts local residents and shoppers.

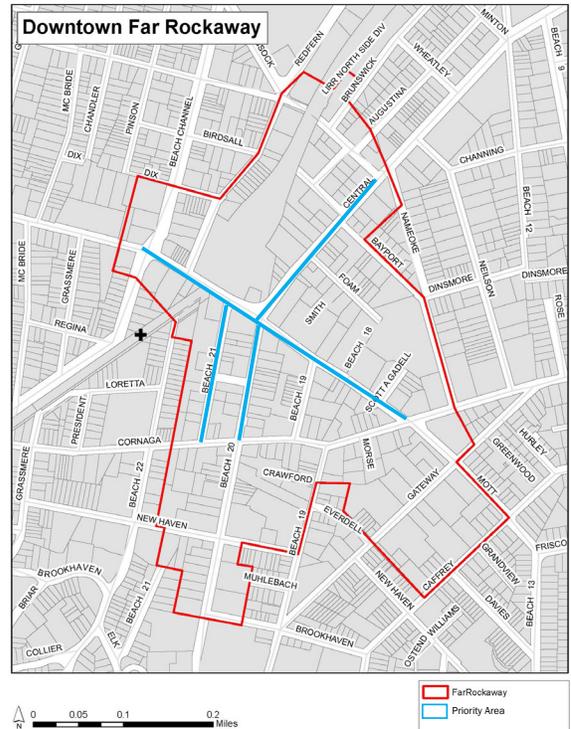
Applicants should consider properly sized awnings and signage, inviting lighting, transparent windows, preserved architectural details, removal of security gates and adherence to local building code in their vision for an improved storefront. The general guiding principle of excellent storefront design is to keep it simple and to let the natural architectural elements of buildings and storefronts speak clearly. Applicants in need of complete storefront restorations as well as smaller replacement or repair work are encouraged to apply.



Eligible Applicants

To be considered for the program applicants must

1. Be located in Downtown Far Rockaway;
2. Employ fewer than 100 individuals in all locations; (Property owners wishing to receive funds must own properties that house businesses that meet this criteria)
3. Secure funding equal to 25% of the total cost of improvements.



Eligible Improvements

- ✓ New signage and awning
- ✓ Masonry work and brick pointing
- ✓ Cornice repair
- ✓ Installation of open-grill security gates
- ✓ Storefront framing and glass repair/replacement
- ✓ Exterior lighting installation
- ✓ Exterior painting
- ✓ Door repair/replacement
- ✓ Improvements to increase accessibility and compliance with building codes
- ✓ Other approved exterior improvements

Ineligible improvements: interior renovations, unapproved demolition activities, solid-panel security gates, non-permanent fixtures, interior window coverings, vinyl awnings, personal property and equipment, security bars, sidewalks and paving.



Red Hook Coffee Shop: Under Construction



Red Hook Coffee Shop: Project Complete

Selection Criteria

Applicants will be reviewed by a selection committee that will evaluate each application based on the following criteria:

- **Impact** - Storefronts adjacent or in close proximity to each other. This clustering effect has the greatest visual impact along commercial corridors.
- **Capacity** - Applicants must be able to secure 25% of the total project cost as well as adhere to project deadlines. Cash payments will not be accepted.
- **Need** - Storefronts in disrepair or in poor to moderate condition as documented by photographs and drawings.
- **Project Vision** - Commitment to improvements that adhere to local building codes and follow best practices in storefront design as outlined in [Façade Guide to Storefront Design](#).

Funding Structure

Chosen applicants will receive 75% in matching funds, with a maximum reimbursable amount (MRA) up \$10,000 per storefront. Payments will be disbursed as follows:

- **Payment 1** - 60% of MRA provided at grant execution.
- **Payment 2** - 40% of MRA provided upon project completion.

Application Process

Application Submission

- Applicant submits complete application with photographs, drawings and signed statement of support to tgarcia@sbs.nyc.gov, online at nyc.gov/storefronts, or by fax to 212.618.8868.
- Applications will be reviewed on a rolling basis with a final deadline of **March 28, 2016**.

Application Review

- Selection committee reviews applicant eligibility and evaluates application based on Impact, Capacity, Need and Project Vision to determine finalists.
- Finalists will be invited to host a site visit with the selection committee to determine the scope of improvements.
- Non-finalists will be added to a wait-list to be reconsidered at a later date pending availability of program funds.



Downtown Far Rockaway Storefront Improvement Program Application Form

To Apply

- Complete this application form, including signed statement of support from the business and property owner.
- Attach one photograph of the entire façade and additional photos of specific areas for improvement.
- (Optional) Provide estimates for proposed work from a licensed contractor.
- Submit materials to **tgarcia@sbs.nyc.gov** or fax to 212.618.8868 on or before **March 28, 2016**.

Applicant Information

Applicant Type	Business Owner <input type="checkbox"/> Property Owner <input type="checkbox"/> Both <input type="checkbox"/>
Your Name	
Mailing Address	
Phone Number	
Email Address	
<p>I am submitting my application with the following business/property owners:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>I do not have co-applicants, but am interested in participating in the program (Check if this applies to you) <input type="checkbox"/></p>	

Business Information

Business Name			
Type of Business			
Business Address			
How many years have you been in business at this location?		When does your commercial lease expire?	
Number of Employees	Full Time ____	Part Time ____	
Property Owner Name			
Property Owner Mailing Address			
Property Owner Email and Phone Number			

Please describe the funds that will be used to match 25% of the grant (For example, applicant's cash on hand or cash on hand and a bank loan).

Project Vision

Please indicate the top 5 improvements you wish to make to your storefront (1 being most important, 5 being least important):

- | | |
|--|--|
| <input type="checkbox"/> New signage and awning | <input type="checkbox"/> Exterior lighting installation |
| <input type="checkbox"/> Masonry work and brick pointing | <input type="checkbox"/> Exterior painting |
| <input type="checkbox"/> Cornice repair | <input type="checkbox"/> Door repair/replacement |
| <input type="checkbox"/> Installation of open-grill security gates | <input type="checkbox"/> Improvements to increase accessibility and compliance with building codes |
| <input type="checkbox"/> Storefront framing and glass repair/replacement | <input type="checkbox"/> Other approved exterior improvements |

Project Vision continued

Please describe how you envision your storefront if the above improvements are made. Include sketches of what the new storefront would look like and attach renderings if available.

Contractor Information

Have you identified a licensed contractor to complete the storefront improvements?	Yes <input type="checkbox"/> No <input type="checkbox"/>
If yes, please provide the following information about the contractor:	
Legal Company Name	
Legal Company Address	
Legal Company Phone	
License Type and Number	
General Contractor Name	
General Contractor Address	
General Contractor Phone	
General Contractor Email Address	

See SBS's [Online Directory of Certified Businesses](#) for a list of MWBE contractors.

Statement of Support

By signing below, I request to participate in the Downtown Far Rockaway Storefront Improvement Program. The storefront improvements identified in this application reflect the identified needs of the storefront. If this application is selected as a finalist I understand that I must participate in a site visit with the selection committee and review the proposed design. I also understand that it is my responsibility to secure a licensed contractor for the construction of the storefront improvements. If I cannot identify a licensed contractor I must notify the New York City Business Assistance Corporation (NYBAC) upon submitting the application. I acknowledge that the selection committee will consider other factors such as need, level of impact throughout the corridor, available program budget and the assessment of program architects when determining the final project scope, design and budget. Furthermore, I understand that all business and property owners must approve the final design in order for construction to begin.

Applicant Signature _____

Date: ____ / ____ / ____

Business Owner Signature _____
(if more than one business owner)

Date: ____ / ____ / ____

Property Owner Signature _____

Date: ____ / ____ / ____

Property Owner Signature _____
(if more than one property owner)

Date: ____ / ____ / ____

Frequently Asked Questions

What is the maximum amount of funding my business can receive for storefront improvements?

Approved applicants are eligible for up to \$10,000 of storefront improvements. High impact projects may be eligible for additional funding depending on overall program budget.

Sample grant funding Scenario 1:

Total cost of complete storefront renovation = \$13,333

Grant = \$10,000

Private match = \$3,333

Sample grant funding Scenario 2:

Total cost of new sign/awning and security gate = \$6,000

Grant = \$4,500

Private match = \$1,500

Sample grant funding Scenario 3:

Total cost of complete storefront renovation = \$18,000

Grant = \$10,000

Private match = \$8,000

*The grant recipient's private match must provide a minimum of 25% of the cost of the project.

Will the Storefront Improvement Program provide reimbursement for improvements already completed?

No, the storefront program will only grant awards to those projects approved by the selection committee.

I own multiple properties in Downtown Far Rockaway. Can I apply for improvements for all of my properties?

Yes, all storefronts located in within the target area are eligible for the program even if they share the same property owner. However, these storefronts must be occupied by a business that meets the eligibility criteria.

I own one property with multiple storefronts, can each business owner apply for a storefront improvement?

Each business owner can apply, however each business storefront will be limited to the \$10,000 maximum award amount. Business owners and property owners can not apply for grant money for the same property.

I own one property with multiple storefronts, how can I ensure that these storefronts have uniform awnings and signage?

The program architect will be sure to consider uniformity of signage and design as they create renderings of new storefronts. Additionally, applicants should include drawings and renderings of what improvements he/she envisions as well as engage with the selection committee during the site visit after finalists are chosen.

Can a property owner and business owner each submit an application for the same storefront?

No, only one application can be submitted for each business storefront.

How long is the process from application review to construction?

A site visit will occur within 1-3 weeks after application review, and is subject to the availability of the selection committee. After the site visit, the selection committee will take an additional one to two weeks to produce the final design and budget. Construction will begin once the applicant has approved the final project scope and design and executed the grant agreement.

Who should attend the site visit?

The applicant, selection committee, program architect and contractor (if already selected) are required to attend the site visit.

What factors influence the final project scope and budget produced by the design team?

The final project scope and budget are determined by information discussed during the site visit, overall program budget, level of need, and the amount of applications received.