

CITY OF ASBURY PARK
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City of Asbury Park

Façade & Walkway Improvement Grant Program Application

Program Description

The City of Asbury Park Department of Community Development has established a Façade & Walkway Improvement Grant Program with funds received from the New Jersey Urban Enterprise Zone (UEZ) Authority. The program is designed to provide businesses with funds to assist with exterior improvements such as business façades, replacement of deteriorated or poor-quality commercial signs and awnings, and/or the replacement, or improvement of, business entry walkways and thresholds (see examples of “Qualified Exterior Improvements” below).

The program awards matching grants up of to \$5,000.00 to individual business owners to subsidize the expense of making qualified exterior improvements. The grant award will serve as a lien on the property which is forgivable after five years, assuming the business or property has not been sold during that time.

Grant awards will be made on a continuous first-come, first-served basis.

Program Objectives

- Encourage the visual improvement of storefronts, commercial building façades, signs and awnings;
- Enhance the appearance of the streetscape;
- Reduce vacancies in commercial buildings and storefronts;
- Expand worker and shopper populations in commercial business districts;
- Strengthen or restore the original character aesthetics of historic buildings;
- Provide a catalyst for others to improve their façades and walkways;
- Improve public safety for pedestrian foot traffic.

Eligibility Requirements

The application and supporting documents must demonstrate that the business is in compliance with local and state regulations for registration and licensing. There must not be any outstanding code violations on the property other than those to be remedied by participation in this program.

The grant applicant must be either a Building Owner or a Business Owner/Tenant. Tenants must have the property owner's signed approval for proposed project and must have at least two (2) years remaining in lease at location of proposed project and/or option to renew for at least two years at time

of the application submission. In either case, as condition of receiving the grant, the applicant must be willing to sign a Performance Work Agreement, and the applicant and property owner, if other than the applicant, must sign a Lien Agreement. These agreements are non-negotiable and are a condition to receiving any grant.

The business must be located within the City's Urban Enterprise Zone and registered with the State of New Jersey Urban Enterprise Zone Program to qualify for the Façade & Walkway Improvement Grant Program. For more information UEZ, visit www.cityofasburypark.com/uez.

Qualified Exterior Improvements

All qualified exterior improvements must comply with local zoning and construction regulations. See "Submission Requirements" for more information.

- Exterior elements that improve the aesthetics of the building;
- Exterior painting;
- Removing inappropriate or incompatible exterior finishes and materials (false fronts, such as aluminum panels);
- Restoring exterior finishes and materials;
- Installation of safety glass;
- Recessing/reconfiguring of existing doors and entrances;
- Repairing or replacing existing storefront window systems;
- Signs attached to buildings (new, repair, replace and/or remove);
- Exterior building and sign lighting, exterior lighting fixture, display area lighting;
- Awning (new, repairs or replacement of existing);
- Replacing/reconfiguring/repairing walkways and thresholds to the business' customer/client entrance.

Unqualified Projects

- Interior repairs not integral to the exterior façade improvement;
- New building construction or additions;
- Purchase of property/equipment;
- Roof improvements, replacement, or repair;
- Lighting elements not associated with new light fixtures or repaired fixture;
- Removal of architecturally important features;
- Sidewalk repair or curb cuts;
- Planting, landscaping, street trees or street furniture;
- Parking;
- Signs not permanently attached to the building;
- Design only projects.

Application Criteria

Each application must include drawings and other descriptive information, as well as three quotes from qualified contractors. The Office of Community Development will evaluate applications based on eligibility requirements and determine how well a submission satisfies the program criteria.

A grant application will be evaluated on the following program criteria:

1. Degree of visual improvement the proposed project will bring to the business, storefront and the streetscape;
2. To the extent relevant, projects that enhance the historical or architectural components of the property;
3. Design Consistency/Compatibility with the City of Asbury Park Master Plan (2017) available for review at www.cityofasburypark.com/planning
4. Design Consistency/Compatibility with any applicable redevelopment plans;
5. Businesses that employ and/or serve the needs of low and moderate-income residents in the City of Asbury Park.

It is anticipated that there may be more demand than available funds. Funding will be provided on a first-come, first-served, rolling basis until all grant funds are expended. Grants are limited to one application per qualified business.

Submission Requirements

Applicants must submit an application with required attachments (see Façade & Walkway Improvement Grant Application Checklist below) to:

JulieAnn Murray
Urban Enterprise Zone Business Development Administrator
City of Asbury Park
1 Municipal Plaza, 2nd Floor
Asbury Park, NJ 07712

Applications will be considered only if they are filled out completely and include all items on the attached checklist. Funding will be provided on an ongoing first-come, first-served, basis until all grant funds are expended.

Upon receipt of the completed application, the Office of Community Development will review each application based on eligibility requirements and help the applicant work with the Zoning and Construction Departments to ensure the project complies with existing Zoning and Construction regulations and determine if any permits are required for the project. If permits are required the applicant is responsible for securing them.

If an application is determined to be incomplete, ineligible or not feasible, the applicant will be notified in writing and will be given the opportunity to resubmit a revised application. An application will not be accepted under the rolling deadline until it is complete and determined to be eligible and feasible.

Grantee Obligations

Performance Work Agreement and Lien Agreement: No work on the project shall commence, and no project materials or labor be paid for, until the applicant has executed a Performance Work Agreement and Lien Agreement with the City of Asbury Park.

Improvement Protection: Signs, awnings and any other exterior elements added must remain in place and unaltered for five years from the date the improvements are completed.

Reimbursement: Grant funds will not be paid in advance of work being performed. Grantees will be reimbursed upon completion of work in accordance with the Performance Work Agreement and invoice review and approval. The City will not pay contractors or subcontractors directly for work or services performed.

Invoice Review and Approval: Prior to payment of any invoice for completed work, the invoice must be submitted to JulieAnn Murray, UEZ Business Development Administrator and approved by her with signature. Without this prior approval, grant funds will not be made available for a project. The final invoice will be paid after Ms. Murray, and any other necessary City Officials, have conducted a final inspection and signed off that all work has been satisfactorily completed. Grant payments are made directly to the grantee as reimbursement for costs incurred from the project.

One Year Completion: The project must be completed within one year from the date the Work Performance Agreement is signed.

Questions

For questions regarding the Façade & Walkway Improvement Grant Program, contact Julie Ann Murray, UEZ Business Development Administrator at julieann.murray@cityofasburypark.com or 732-502-4579.

Façade & Walkway Improvement Grant Application Form

1. Applicant Name (must match completed W-9 form): _____
2. Contact person (if different from applicant): _____
3. Mailing Address: _____
4. Email Address of Applicant: _____
5. Email Address of Contact Person: _____
6. Cell Phone Number of Applicant: _____
7. Cell Phone Number of Contact Person: _____
8. Project Street Address: _____
9. Project Block and Lot number: Block _____ Lot _____
10. Owner of Record (Name on Deed): _____
11. Relationship of Applicant to Owner: _____
12. Brief description of proposed project: _____
13. Approximate age of building: _____ Has the building been substantially reconstructed? _____
If yes, date of reconstruction: _____
14. Number of Stories: _____
15. Number of Businesses located in building in addition to the applicant business: _____
16. Nature of the Applicant Business: _____
17. Applicant Business UEZ Registration number: _____

Applications will not be considered complete without ALL documents from the attached checklist.

I certify that I am not subject to any outstanding property taxes, fees, judgement or liens to the State of New Jersey, Monmouth County, or the City of Asbury Park.

Signature of Applicant

Print Name

Date: _____

I certify that all the information provided in this form application and all the documentation submitted from the checklist is true, accurate and complete to the best of my knowledge and belief. If it is found that any submitted information or document is intentionally inaccurate, I will be subject to penalty.

Signature of Applicant

Print Name

Date: _____

Façade & Walkway Improvement Grant Application Checklist

- Complete Grant Application Form
- Complete W-9 Form in the name of the applicant
- Copy of the Business Registration Certificate (BRC) of applicant
- Color photo of property to be improved in its current condition
- Drawings or sketches of the proposed improvements
- Three written estimates from qualified contractors.
- Property owner letter of approval (if tenant is applying).
If tenant is applying, the property owner must include a letter stating they approve the project and that there are at least two years remaining on the lease.
- Copy of lease (if tenant is applying)