

# STOREFRONT REDESIGN PROGRAM

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## OVERVIEW OF PROGRAM GUIDELINES

The Storefront Redesign Program supports the health and strength of businesses in neighborhood commercial corridors by providing matching grants for the purpose of making exterior commercial façade improvements. The program is managed by the City of Atlanta Department of City Planning and is funded with [Community Development Block Grant \(CDBG\)](#) dollars provided by the [US Department of Housing and Urban Development](#). The 2020–2021 program budget of \$75,000 is available to support qualified applicants with making the following eligible improvements to their storefronts.

## TECHNICAL ASSISTANCE WORKSHOP

Need a little extra guidance to navigate the application process? A virtual technical assistance workshop will be held via Zoom on **Wednesday, December 2, 2020 at 2:00pm**. To RSVP, register [via Eventbrite here](#).

## TARGET AREAS

In addition to applicant eligibility, this program serves businesses operating within CDBG-eligible census block groups that are located within the following City of Atlanta ZIP codes: **30310, 30311, 30314, 30315 and 30318**.

[Click here](#) to determine if your property is in an eligible census block group. Enter your property address in the upper left corner of the map. All properties within the shaded area are considered eligible.

## ELIGIBLE IMPROVEMENTS

- Signage upgrades or awning installations
- Lighting improvements
- Door and/or window replacements
- Exterior finish (e.g. painting, exterior wall cleaning, and/or repairs)
- Window or door replacements
- Storefront systems
- Other exterior facing improvements in need of repair or code compliance
- If needed, projects may qualify for architectural services.

## ELIGIBLE APPLICANTS

- Applicants may be property owners and/or business tenants of for-profit commercial buildings with property owner permission.
- Projects must be rehabilitating an existing façade visible from the street.
- If awarded, the applicant is responsible the procurement of contractors and vendors and is responsible for all safety conditions and compliance with City of Atlanta building codes, ordinances, prevailing wage, and other applicable regulations.

## HOW TO APPLY

To apply for a matching grant, visit [bit.ly/applystorefrontatl](https://bit.ly/applystorefrontatl). Applications will be accepted **until January 31, 2021** or until all funding is awarded.

## POINT OF CONTACT

Questions? Contact **Semira Ajani**, Project Manager at DCP's Office of Housing and Community Development

[snajani@atlantaga.gov](mailto:snajani@atlantaga.gov)  
470-303-5312



## PROJECT GRANTS

Storefront redesign grants are reimbursable and require the applicant to incur expenses ahead of receiving funds. A percentage of the total project amount will be withheld to account for the applicants matching fund requirement (see below). Projects with a minimum budget of \$5,000 are preferred and requests should not exceed the total amount of available funding. Funds are provided on a first-come, first-serve basis.

Estimated Project Budget	Match Requirement
Up to \$10,000	10%
\$10,001–\$30,000	25%
\$30,001 or more	50%

*Example: If Total Project Cost = \$10,000, then Total Project Reimbursement = \$9,000 (or \$10,000 minus 10%)*

## PROGRAM REQUIREMENTS

- Upon executing an agreement with under the Storefront Program, applicants must complete within three (3) months from grant execution.
- Eligible improvements must comply with federal requirements set forth under the CDBG program. Regulations will also apply to non-federally funded portions of the project.
- Proposed improvements must align with Historic Preservation & Design Guidelines and comply with all City of Atlanta permitting requirements.
- Project scopes must be limited to exterior improvements.
- Grants will not be awarded for improvements already completed, underway, or started prior to approval.
- Work completed prior to the issuance of a Notice to Proceed or outside of the scope will disqualify the project from receiving a grant award.
- Reimbursements are based on invoices from contractors provided to the City and may include other documentation necessary to meet CDBG compliance.

## AWARD PROCESS

As a federally funded program, there are several pre-construction requirements that must be completed before projects can commence. Applicants should expect up to a 90-day review period ahead of construction activities. The following outlines the important pre-construction activities each awardee will undergo ahead of receiving project funds.

Task	Completion Time
Application Review and awards	10 days
Acceptance of Award	5 days
Project Scope & Budget Development	15 days
Environmental Clearance Review	Up to 30 days
Contractor/Vendor Procurement	30 days concurrent w/ER
Pre-Construction Conference	Within 10 days of ER Clearance
Execution of Agreement and Notice to Proceed	10 days
Begin Construction	90 days for completion
Project Completion	No later than September 30, 2021



# APPLICATION EVALUATION PROCESS

Project viability will be assessed using the following criteria:

Evaluation Item and Criteria (Score 0–5 for each category based on the ranges described)		Score
APPLICATION	<b>1. Project Scope</b>	
	5 – Scope well thought out	
	3 – May be realistic	
	1 – Requires further consultation	
COMMUNITY IMPACT	<b>2. Location</b>	
	5 - Central to district	
	3 - Secondary but visible from central district	
	1 - Not visible from central district	
	<b>3. Need</b>	
	5 - Building in state of disrepair	
	3 - Improvements will increase commercial activity	
	1 - Improvements will improve design	
	<b>4. Project Scale</b>	
	5 – Impactful building improvement	
	3 – Significant improvement for the business	
	1 – Insignificant improvement	
FINACIAL CAPACITY	<b>5. Suitability</b>	
	5 – Evidence of financial capability to pay costs associated with project	
	3 – Provides evidence of ability to fund some portion of total project	
	1 – Provides evidence of insufficient funds to complete project	

## EXAMPLES AND FUTHER READING

We believe that investing in good design is good business. Our [presentation on good storefront design](#) provides examples and case studies of how small changes can have a big impact on your business. Read through it and be inspired to make the best improvements for your business!

