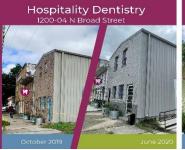


Façade RENEW Storefront Improvement Program Part A: Pre-Application & Program Guidelines 2022

This program has a two-phased application process Part A: <u>PRE-APPLICATION VERIFICATION</u> SUBMISSION DEADLINE IS SEPTEMBER 15 at 5:00 PM











Corridor Eligibility

Façade RENEW is a commercial revitalization grant program launched in 2014 by the New Orleans Redevelopment Authority (NORA). Façade RENEW is a reimbursable grant program designed to incentivize owners of commercial properties and small businesses to enhance the appearance of retail storefronts and commercial buildings, eliminate economic blight, and address non-conforming design standards. This grant program is available to select commercial corridors, including Alcee Fortier, Basin Street, Broad Street, St. Bernard Avenue, Newton Street, and General Meyer Avenue.¹

Existing program applicants (anyone who has submitted an application to NORA prior to June 1, 2021) may be eligible for reimbursement of up to 75% of the total project costs for qualifying façade improvements with a maximum allowable award up to \$37,500 per commercial property. New program applicants may be eligible for awards up to 100% of the total project costs with a maximum award of \$50,000 per commercial property if they meet additional criteria for eligibility.

Façade Improvement Activities (not a complete list):

- Removal of vinyl or aluminum siding
- · Façade restoration and/or repair
- Replacement of signage/awnings
- Installation of exterior lighting
- Basic cosmetic work (painting, masonry cleaning)

For the purpose of this program, eligible expenditures shall include expenses related solely to those façade improvements as outlined above and/or otherwise determined as eligible by NORA at its sole discretion.

Façade RENEW will provide financial and technical design assistance to retail property and business owners in the targeted commercial districts for qualified storefront façade improvements. The program operates as a matching grant to business and/or property owners to improve exterior elements of their commercial properties. The program will reimburse up to 75% of the total project costs including professional fees (e.g., design professional, architect) with the remaining 25% paid by the participating business and/or property owner.

After June 1, 2021, program reimbursement limits have increased from 75% to 100% of total project costs with the maximum allowable award increased from \$37,500 to \$50,000 if the new program applicant has been impacted by a temporary loss of revenue or business interruption as evidenced by an award of Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL), and/or Louisiana Main Street Recovery Program funds in 2020 or 2021. New program applicants unable to demonstrate that they were impacted by a temporary loss of revenue or business interruption will be considered ineligible for the increased project costs reimbursement and increased maximum allowable award.

Program participants will be reimbursed for all approved eligible expenses following the satisfactory completion of the improvement project. All façade improvements made with grant dollars will be required to be maintained for a minimum of 5 years and will be inspected

¹ This application period will not be accepting applications from businesses along the Newton Street or General Meyers corridors.



Corridor Eligibility

annually by NORA to confirm compliance.

Those applicants selected by NORA after evaluating Part A pre-applications for eligibility will be required to complete and submit a grant application (Part B). Once a grant application has received an award, NORA and the selected grantee will enter into an agreement delineating grantee obligations and responsibilities.

By applying to Façade RENEW for storefront improvements, the applicant is agreeing to the following:

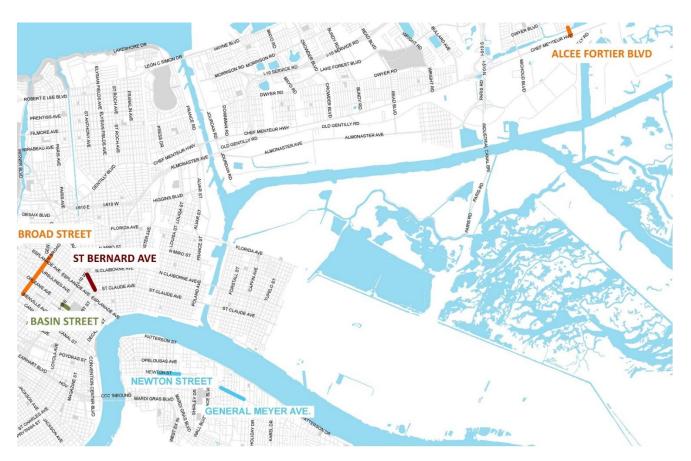
- 1. Funds will be invested on commercial properties along approved corridors that support eligible façade improvement activities.
- 2. Applicant will and maintain all improvements once an agreement is signed and construction is complete, understanding that all improvements made with grant dollars will be required to be maintained for a minimum of 5 years.



Funding for façade improvements is available along the following commercial corridors:

- Alcee Fortier Boulevard: Alcee Fortier Boulevard between Chef Menteur Highway and Peltier Drive
- Basin Street: Basin Street between N. Claiborne Avenue and N. Villere Street
- Broad Street: North Broad Street between Columbus Street and Bienville Street
- St. Bernard Avenue: St. Bernard Avenue between St. Claude Avenue and N. Claiborne Avenue
- Newton Street: Newton Street between Thayer Street and Behrman Avenue*
- General Meyer Avenue: General Meyer Avenue between Tita Street and Richland Road*
 *Not currently accepting applications from these corridors

Eligible Areas:







Alcee Fortier Boulevard: between Chef Menteur Highway and Peltier Drive

Basin Street: between N. Claiborne Avenue and N. Villere Street





• North Broad Street: between Columbus Street and Bienville Street

• St. Bernard Avenue: between St. Claude Avenue and N. Claiborne Avenue



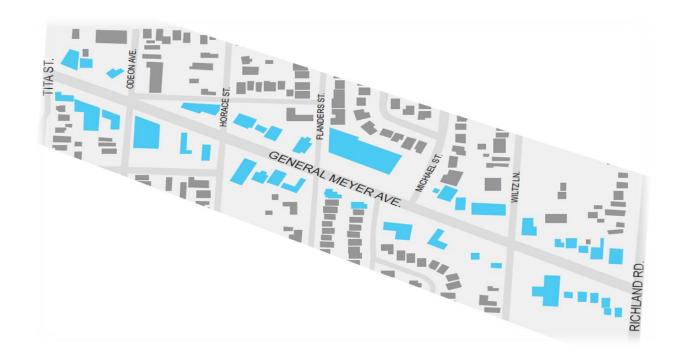


Introduction

• Newton Street: between Thayer Street and Behrman Avenue



• General Meyer Avenue: between Tita Street and Richland Road





Applicant Criteria:

Eligible grant applicants must be:

- Owners of commercial properties located along NORA's designated commercial corridors.
- Owners of a small business(es) located along NORA's designated commercial corridors.

All grant applicants must ensure:

- All property taxes are current
- No debts or arrears are owed to the City
- They are in compliance and good standing with the State of Louisiana
- · Legal entities are in compliance with the City of New Orleans and NORA

Grant Making Criteria:

Maximum Allowable Award: Façade RENEW provides a one-time matching reimbursement grant for eligible building façade improvements. Program awards are not to exceed 75% of project costs and professional fees for a maximum matching grant amount of \$37,500.

Example 1: The applicant has been approved for a maximum grant with total project expenses equaling \$50,000; she/he would be eligible for a \$37,500 reimbursement grant. [\$50,000 x75% = \$37,500].

Maximum Allowable Award (New program applicants demonstrating economic impact):

Applications received after June 1, 2021 are eligible for up to a \$50,000 maximum allowable grant award and reimbursement of 100% of total project costs if applicants were impacted by a temporary loss of revenue or business interruption as evidenced by an award of Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL), and/or Louisiana Main Street Recovery Program funds in 2020 or 2021.

NORA will not provide any reimbursement to the applicant for additional project expenses above the \$50,000 maximum allowable grant award

Minimum Allowable Award: NORA has not set a clear minimum amount at this time due to unclear and untested market demand. NORA estimates the local market will support smaller-scale projects concentrated along ground floor storefronts equaling no greater than \$10,000 of total project costs.

Example 2: If an applicant has been approved for a storefront improvement grant with total project expenses equaling \$10,000, she/he would be eligible for a \$7,500 reimbursement grant. [$$10,000 \times 75\%$ = \$7,500].

NORA reserves the right to adjust the minimum allowable award amount.



MULTIPLE BUILDINGS, TENANT SPACES, AND LOTS OF RECORD

Improvements made to multiple buildings on a single parcel are only eligible for one grant award, unless one or more of the buildings is a multi-tenant building, in which case the multiple tenant spaces provisions below may apply to only ONE building.

Improvements made to a building containing multiple tenant spaces may qualify for up to a maximum of three (3) Façade RENEW grant awards, subject to the following criteria:

- a. The number of qualifying grant awards for the building will be determined by calculating <u>one grant application per 25 linear feet of ground floor commercial</u>, multitenant space along the property's public street frontage;
- b. The number of grant applications cannot exceed the number of commercial tenant spaces in the building; and
- c. Multi-tenant buildings located on a corner lot may calculate the ground floor commercial space along the frontage of both public streets.

Improvements made to a building of multiple tenant spaces with an individual underlying lot of record for each tenant space may qualify for one grant per lot of record.

Example 3: An applicant submits application(s) for a building with 4 tenants. The building has <u>65 linear feet of ground floor commercial space</u> along the property's public street frontage. The construction contract indicates total project cost is \$80,000.

The multi-tenant applicant has been approved for a maximum allowable grant of \$75,000 [\$37,500 Façade Renew Grant x 2] for two (2) Façade Renew Grants, and total project expenses equal \$80,000.

The multi-tenant applicant would be eligible for up to 60,000 in reimbursable expenditures. [The formula for calculating the reimbursable grant payment is $80,000 \times 75\% = 60,000$].

Example 4: An applicant submits application(s) for a building with 4 tenants after June 1, 2021 and provides evidence of temporary loss of revenue or business interruption. The building has <u>65 linear feet of ground floor commercial space</u> along the property's public street frontage. The construction contract indicates total project cost is \$80,000.

The multi-tenant applicant has been approved for a maximum allowable grant of 100,000 [\$50,000 Façade Renew Grant x 2] for two (2) Façade Renew Grants, and total project expenses equal \$80,000.

The multi-tenant applicant would be eligible for up to \$0,000 in reimbursable expenditures. [The formula for calculating the reimbursable grant payment is $\$0,000 \times 100\% = \$0,000$].



Eligible Activities:

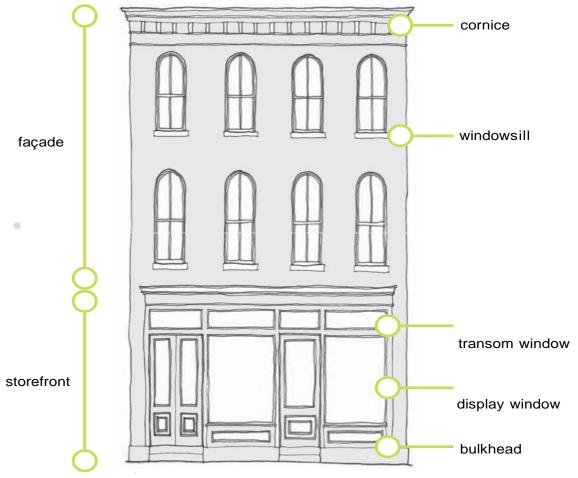
Funds may be used as described below in the list of eligible activities:

Façade Improvements:

- Brick re-pointing
- Removal of vinyl or aluminum siding
- Façade restoration and/or repair
- Renovation of covered entrances
- Window replacement
- Renovation of cornices, gutters, and downspouts
- Painting, when completed in conjunction with other façade work

Storefront Improvements:

- Replacement of signage with exterior lit signs
- · Replacement or installation of new awnings or canopies
- Installation of new exterior lighting
- Storefront window replacement
- Masonry cleaning
- Basic cosmetic work, such as painting when in conjunction with other façade work
- Installation of new open-grid, roll-down security gates





Ineligible Activities (not a complete list):

- · Installation of vinyl or aluminum siding
- Interior furnishings
- Non-permanent fixtures
- · Business / personal property, equipment, and supplies
- Interior lit signs, or interior window coverings
- Upper-story additions to existing buildings
- Roof reconstruction
- Structural foundations
- Billboards
- Security bars
- Razor/barbed wire fencing
- Sidewalks and paving

For purposes of this program, eligible expenditures shall include expenses related solely to exterior improvements as outlined in the program guidelines and determined by NORA.

Guidelines for Commercial Buildings:

- All projects receiving funding must meet certain design standards. NORA will utilize the "Guidelines for Commercial Buildings" within the City of New Orleans Historic District Landmarks Commission Design Guidelines approved by City Council Resolution 1-1770.
- Prior to commencing any work, all projects must receive approval from NORA, HDLC, Public Works, Safety and Permits, the Planning Commission as well as any other pertinent entity with oversight responsibility.
- All work must be done in accordance with applicable local, state, and federal codes and rules and regulations for the Community Development Block Grant (CDBG) program.
- The appropriate level of HUD environmental review must be completed.
- NORA will conduct site-specific environmental reviews and will notify recipient when the review is completed. NORA will not reimburse costs incurred on the project prior to NORA's determination that the environmental reviews are complete and the project receives a Notice to Proceed.
- Expenditures related to ordinary repair and maintenance or improvements required as a result of municipal code violations are deemed ineligible by NORA.



Grantee Responsibilities:

Program participants will be responsible for the following:

1. Project Maintenance:

Before the project is complete, the Grantee must enter into a maintenance agreement with NORA to ensure that the improvements are properly maintained and in good repair for at least five (5) years. The specific maintenance services to be provided will be outlined in the agreement but may include the removal of graffiti and repairing vandalism.

Projects not completed in a manner consistent with the agreed upon scope for work will be deemed ineligible. NORA has an obligation to be a careful steward of public funds; therefore, NORA, reserves the right to recover grant funds if the improvements are altered, removed, destroyed, or not maintained within five (5) years from the date of project completion.

2. Reimbursement Requirements:

All Grantees must complete, sign, and submit a W-9 for the disbursement of funds. Applicants who qualify for funding must document all expenditures and provide NORA with proof of payment (receipts, paid invoices, etc.) for all eligible improvements within 30 days of completion.

3. Promotional Rights:

All projects will display signage indicating NORA's involvement in the improvement work.

4. Regulatory Approvals:

The Grantee will be responsible for obtaining necessary regulatory approvals where applicable. All work must comply with city, state, and federal regulations. Applicants should contact the Department of Safety and Permits for assistance with permitting.

5. Project Compliance:

All work must be completed by licensed contractors, that legally operate in the City of New Orleans. The Grantee is responsible for obtaining necessary site permits for all work. Applicants are encouraged to hire minority, women-owned emerging small business certified contractors. If you need assistance locating a Disadvantaged Business Enterprise (DBE) certified contractor, please visit the DBE Certification Directory housed with The Office of Supplier Diversity at: www.nola.gov/economic-development/supplier-diversity.

6. Environmental Review:

All projects funded through this program are subject to environmental review. By submission of an application, the applicant acknowledges and agrees that, from the date of the submission forward, no "choice limiting" activities (such as acquisition, demolition, rehabilitation, repair, leasing, or disposition) may be undertaken without approval from NORA.



Projects selected by NORA will be based on adherence to Program principles and design guidelines. NORA will use the following guidelines in evaluating proposals:

- Preference for selection will be given to projects that address the following:
 - Rehabilitation of historic properties that are in danger of loss due to neglect
 - Rehabilitation of vacant buildings or retail space that will improve the corridor
 - Rehabilitation that addresses immediate health and safety concerns
- NORA will give preference to projects that will have the greatest potential to positively impact the corridor.
- NORA will assess applicant's ability to develop and present a complete design concept.
- NORA will assess the applicant's ability to complete the proposed project. Applicants will be required to present a project budget and financing plan that outlines how the project will be funded.
- NORA will distribute available funds as equitably as possible. Therefore, unless it is in a qualifying multi-tenant commercial building, one property shall not receive more than one grant before NORA has reviewed other project proposals.
- Project proposals will only be approved by NORA if applicants consent to signing and filing a
 restrictive covenant against the property. A restrictive covenant, to be recorded in the public
 records of Orleans Parish, will require that all improvements be maintained for a minimum five
 (5) years.
- If the application is denied, the applicant may reapply after a 6-month grace period and must con tact NORA to discuss the application in the context of the Program goals.
- Applicant must attend any Grant Workshop sponsored by NORA.
- All approved work must be completed within 6 months of the date on the contract.

Q: What should be the first step in applying for funding?

A: Interested property and business owners along NORA's targeted commercial corridors are required to submit a pre-application to determine eligibility first as Part A in the application process. NORA will accept one pre-application per qualified individual or entity, per single land parcel. NORA staff will provide an overview of the program requirements and application process through an informational webinar.

Q: What will the improvement projects look like?

A: Each project will be designed to reflect the character and context of the approved commercial corridor and its surrounding community. Façade improvements may include the removal of vinyl or aluminum siding, façade restoration or repair, replacement of signage, installation of exterior lighting and/basic cosmetic work.

Q: Are there any limitations on improvements to signage?

A: Any new signage must comply with the current design guidelines established by the City's Historic District and Landmarks Commission (HDLC) found in document entitled 'Guidelines for Commercial Buildings':

https://www.nola.gov/nola/media/HDLC/Guideline%20Update/20190111/2019-01-11_11-CommercialProperties.pdf

Expenses related to the removal of a non-conforming sign and subsequent replacement with a new conforming sign (if applicable) are eligible, as long as the removal and/or replacement is not required as a result of a violation notice or citation.

Q: What is the total dollar amount that I can apply for?

A. Maximum Allowable Award: The program provides for a one-time reimbursement, up to \$37,500 per property for eligible storefront façade improvements. The applicant is eligible for a 75% reimbursement on expenses equal to or less than \$37,500. After June 1, 2021, applicants demonstrating a temporary loss of revenue or business interruption are eligible up to a 100% reimbursement of total project costs, not to exceed the maximum allowable award of \$50,000 per property.

Minimum Allowable Award: NORA has not set a clear minimum amount at this time due to unclear and untested market demand. NORA estimate the local market will support smaller scale projects concentrated along ground floor storefronts equaling no greater than \$10,000 of total project costs.

Q: Can part of the grant cover professional services?

A. Yes, if the applicant chooses to use the design services of a licensed Architect, Landscape Architect or Professional Engineer, up to 10% of the matching grant is eligible for reimbursement for design services.



For example:

- Total Project Cost \$25,000
- 75% of Total Project Cost = Total Matching Grant Eligibility: \$18,750
- 10% of Total Matching Grant Eligibility = Design Services Eligibility: \$1,875

Q: Will NORA provide technical assistance?

A: Yes, NORA will provide technical assistance through the referrals of design and contractor professionals.

Q: Can improvements to multiple buildings be submitted under a single application?

A: Yes, improvements made to multiple buildings on a single parcel are eligible for a grant. Improvements made to a single building located on multiple parcels are only eligible for the maximum award amount.

Q: How am I responsible for work done by a contractor?

A. Grantees must obtain at least two written cost estimates from local or state licensed contractors for each type of work to be performed. It is recommended to add a 10% contingency for unexpected costs and overages. The project cost plus the contingency cannot exceed the maximum matching grant amount permitted.

Q: Are there any building design guidelines that must follow?

A. Yes, the New Orleans Historic District Landmarks Commission's 'Guidelines for Commercial Buildings' shall apply to renovation or reconstruction of existing structures and must be consistent with recommendations set forth in master plans for the area in which the property is located. Examples include, but are not limited to, exterior painting or surface treatment, decorative awnings, window and/or door replacements or modifications, exterior wall lighting and architectural features.



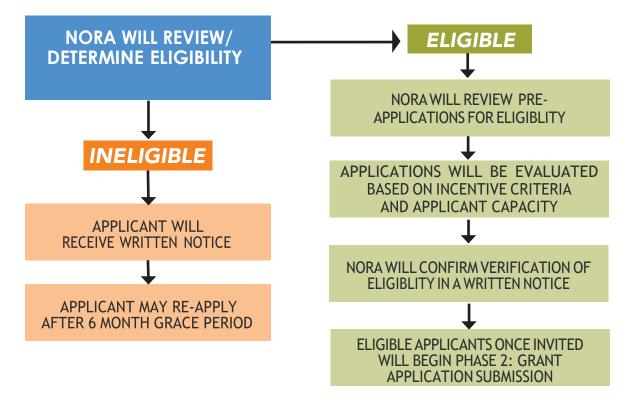
The program has a two-phased application process Part A: Pre-Application Verification Part B: Grant Application Submission

Interested property and business owners along the targeted commercial corridors are required to, first as Part A in the application process, submit a pre-application to determine eligibility. NORA will accept one pre-application per qualified individual or entity, per single land parcel not later than **September 15**, **2022** by e-mail or U.S. Mail. E-mail submissions are preferred. E-mail submissions should be addressed to: <u>whitney.williams@nola.gov</u>. Postmarked submissions should be mailed to: Façade RENEW Storefront Improvement Program, c/o New Orleans Redevelopment Authority, 1409 Oretha Castle Haley Blvd., New Orleans, LA, 70113.

Once the Part A application process has closed and all pre-applications have been reviewed, NORA will invite eligible applicants in Part B to submit a full grant application for consideration.



The pre-application evaluation and selection processes are as follows:



NORA prioritizes proposals along select corridors that support the revitalization of commercial corridors throughout New Orleans by stimulating public-private investments in high-quality improvements that enhance the appearance of retail storefronts, mitigate economic blight, and address non-confirming design standards.

Pre-applications will be accepted no later than September 15, 2022

Grants will be awarded on a first-come, first-serve basis and subject to funding availability. Therefore, program investments may not be available to all eligible applicants and for all eligible corridors. NORA will monitor funding availability as awards are made and provide timely status updates. The Pre-Application

Applicant Information	u.	
Applicant(s) Name:		
Applicant(s) Mailing Ad	Idress:	
Phone Number:		Fax Number:
Email Address:		
What is your legal inter	est in the propert	y? D Property Owner D Tenant D Other:
If applicant is not a lega	al property owner	, please complete the following:
Property Owner(s) Nan	ne:	
Property Owner(s) Mail	ing Address:	
Phone Number:		Fax Number:
Email Address:		
If property owner is a b Form of ownership: D F	usiness entity, ple	ease complete the following: ership Corporation (State:)
If property owner is a b	usiness entity, ple	ease complete the following:
If property owner is a b Form of ownership: Owner Name(s)	usiness entity, ple Proprietor 🗆 Partn Title	ease complete the following: ership 🛙 Corporation (State:)
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If property owner is a b Form of ownership: □ f Owner Name(s) Primary Contact Name Phone Number: Property Information Property Address: Tax Parcel ID Number(s	usiness entity, plo roprietor 🗆 Partm Title "Title: :	ase complete the following: entity D Corporation (State) % Ownership Fax Number:
If property owner is a b Form of ownership: Owner Name(s) Pimary Contact Name Phone Number: Property Indoness: Tax Parcel ID Number(Total Building Square F	usiness entity, ple Proprietor 🗆 Partri Title	ase complete the following: ership Corporation (State) % Ownership Fax Number Block / Lot
If property owner is a b Form of ownership: Owner Name(s) Pimary Contact Name Phone Number: Property Indoness: Tax Parcel ID Number(Total Building Square F	usiness entity, ple Proprietor 🗆 Partn Title Title: : : : : : : : : : : : : :	ase complete the following: entity D Corporation (State) % Ownership

All pre-applicants must submit the following information:

- Completed pre-application
- Photographs of existing façade
- No debts arrears are owed to the City
- If applicant is property owner: Proof of Property Ownership or if applicant is not property owner: Owner Consent Form
- If applying for 100% reimbursement grant: Award of Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL), and/or Louisiana Main Street Recovery Program funds in 2020 or 2021

PLEASE RETURN COMPLETED PRE-APPLICATION TO:

Whitney Williams Façade RENEW Commercial Storefront Improvement Program c/o New Orleans Redevelopment Authority 1409 Oretha C Haley Blvd | New Orleans, LA 70113 PHONE: (504) 658.4451 | FAX: (504) 658.4551 | Email: <u>whitney.williams@nola.gov</u>



PART A: Pre-Application

Applicant Information: Applicant(s) Name:		
Applicant(s) Mailing Address:		
Phone Number:	Fax Number:	
Email Address:		
What is your legal interest in the pro	operty? 🗆 Property Owner 🗆	Tenant 🗆 Other:
If applicant is not a legal property ov	wner, please complete the fo	ollowing:
Property Owner(s) Name:		
Property Owner(s) Mailing Address:		
Phone Number:	Fax Numbe	r:
Email Address:		
If property owner is a business entity	y, please complete the follow	wing:
Form of ownership: Proprietor F	Partnership 🗆 Corporation (S	itate:)
Owner Name(s)	Title	% Ownership
Primary Contact Name/Title:		
What is the anticipated construction	financing source for the pro	ject (prior to reimbursement from
NORA)? Cash Investment/Owner Ed	quity 🗆 Bank/Conventional	Lending Other:
Need Assistance Accessing Funds		
Property Information:		
Property Address:		
		t:
		of Floors:
Property Zoning Classification:		
Historic Building Designation: Y N		



Property Owner Consent Form (To be completed if applicant is not building owner)

The undersigned owner of the existing building located at: (address) certifies that ______(applicant) operates or intends to operate a business at the above location.

The undersigned agrees to permit applicant and her/his contractors or agents to implement improvements listed on the Façade RENEW Program application (application) dated:______.

The undersigned hereby waives any claim against NORA arising out of the use of said program funds for the purposes set forth in the application.

The undersigned agrees to hold NORA harmless for any charges, damages, claims, or liens arising out of the applicant's participation in the Façade RENEW Program.

The undersigned hereby agrees to serve as signatory of a restrictive covenant and abide by it terms.

Signature_____

Applicant Name_____



Occupancy Information:

Please provide the following information for ALL current business occupants:

Name of Business	Name of Owner	Phone / Email
1.		
2.		
3.		

Detailed Project Description:

In the space below, please describe your proposed project in detail.

A final version of a detailed project scope is not required for pre-approval of an application but must be presented to NORA for final project approval. This scope of work will be included in your contract, which must be adhered to in order to receive final reimbursement.

Use the following checklist to help ensure you describe all elements of your project:

 Windows
 Lighting
 Security Gates
 Signage
 Awnings

 Doors
 Cornice Repair
 Façade Treatment (paint, stucco, brick, stone, etc.)

 Removal of any elements

1. Proposed façade improvements: _



Project Description:

This part is to be completed by NORA: 1. Staff Contact: _____ 2. Completed pre-application received on: ____/___/ 3. Application reviewed by NORA on: ____/___/ Decision: Eligible Ineligible Comments: