

STOREFRONT IMPROVEMENT PROGRAM



4630-32 Baltimore Ave

October 17, 2016

Philadelphia Department of Commerce
Jonathan Snyder, Director of Business Financial Resources

SIP – Overview

Background

Process

Funding

Outcomes



Frankford Hall
1220-22 Frankford Ave.



Background

- 50% matching grant reimbursement program for façade improvements
- Targets dense commercial corridors in Philadelphia
 - ▣ Neighborhood-serving
 - ▣ Pedestrian-oriented
- Partners – Relationship Managers
 - ▣ CDCs
 - ▣ BIDs
 - ▣ Neighborhood Associations
 - ▣ Commerce – Office of Business Services
- Incorporates a design review process

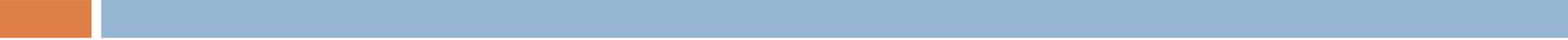
Eligible Improvements

- Façade masonry/brick pointing
- Cornice repair
- Painting
- Doors
- Windows
- See-through security gates
- Signage
- Awnings
- Handicapped ramps
- Window boxes
- Demolition
- Design/architecture services
- And more!

Funding Sources

Grant Source	Years Active	Single Address	Multi-Address/Corner
CDBG (Federal)	2009 – 2015	\$8,000	\$12,000
Bond Fund (City)	2009 – 2013	\$8,000	\$12,000
DCED (State)	2011 – 2015	\$5,000	\$10,000
EDI (Federal, 90%)	2011 – 2012	\$15,000	\$15,000
Empowerment Zone (Federal)	2013 – 2015 2015 – Present	\$8,000 \$10,000	\$12,000 \$15,000
General Funds (City)	2015 – Present	\$10,000	\$15,000

Good Design Can...



- Increase business
- Attract new customers
- Create trend
- Have impact on corridor

Galaxy Wireless

5626 N 5th Street



- Demolition of existing storefront
- Installation of new storefront
- New security grate
- New awning
- Installation of light atop awning

\$30,000

Kosmetikos

6145 Ridge Avenue



- New awning
- New light fixtures

\$8,000

Application Process

- Submit application
 - ▣ Estimates
 - ▣ Before pictures
 - ▣ Design
- Internal review
 - ▣ Design Review Committee
 - ▣ Historical Commission
 - ▣ Environmental
- Complete project
- Submit for reimbursement
 - ▣ Invoices showing payment in full
 - ▣ Proof of payment
 - ▣ After pictures

SIP – Sample Application



Storefront Improvement Program Application

City of Philadelphia, Department of Commerce

PART 1 - APPLICANT INFORMATION

BUSINESS LOCATION – See list of targeted corridors on page seven (7) of this application. Projects must be on an eligible corridor. Projects located within one block of an eligible corridor will be evaluated on a case by case basis.

Address of Property Being Improved _____ ZIP Code _____

APPLICANT NAME – Applicants must be the owner of a commercially occupied property or an operating tenant business.

Applicant Name (person or company applying for rebate) _____

Applicant's Mailing Address (if different than above) _____ ZIP Code _____

Contact Person & Title _____

Contact Phone # _____ Fax # _____ Email _____

BUSINESS INFORMATION – Applicants must be operating legally, properly registered, licensed with the City of Philadelphia, and current with all city taxes, including but not limited to taxes, licenses, water revenue billings etc, as well as any assessments due to Business/ Neighborhood Improvement Districts or Special Services Districts. Eligible properties must be occupied by a business. Describe the business below. An application for an unoccupied property may be considered, but must be occupied by a tenant business to be eligible for reimbursement.

Name of Business in Property Being Improved _____

Type of Business _____ Number of Employees _____

Applicant Commercial Activities License # _____ EIN or SSN _____

PROPERTY OWNER INFORMATION – If the applicant is not the property owner, then a letter granting permission from the property owner must be included with this application.

Legal Name of Property Owner _____

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Storefront Improvement Program Application

City of Philadelphia, Department of Commerce

PART 3 – STOREFRONT IMPROVEMENT COSTS

Use this form to itemize costs of the improvements planned for your storefront. You must also attach the estimates from your selected contractor(s) and the estimates from at least one additional contractor for each improvement type proposed below.

PRE-DEVELOPMENT COSTS – these costs are eligible for up to 100% re-imbursement

Service	Costs	Your Selected Contractor/Vendor
Design/ architecture services	\$	
Permits and associated fees	\$	
SUBTOTAL	\$	

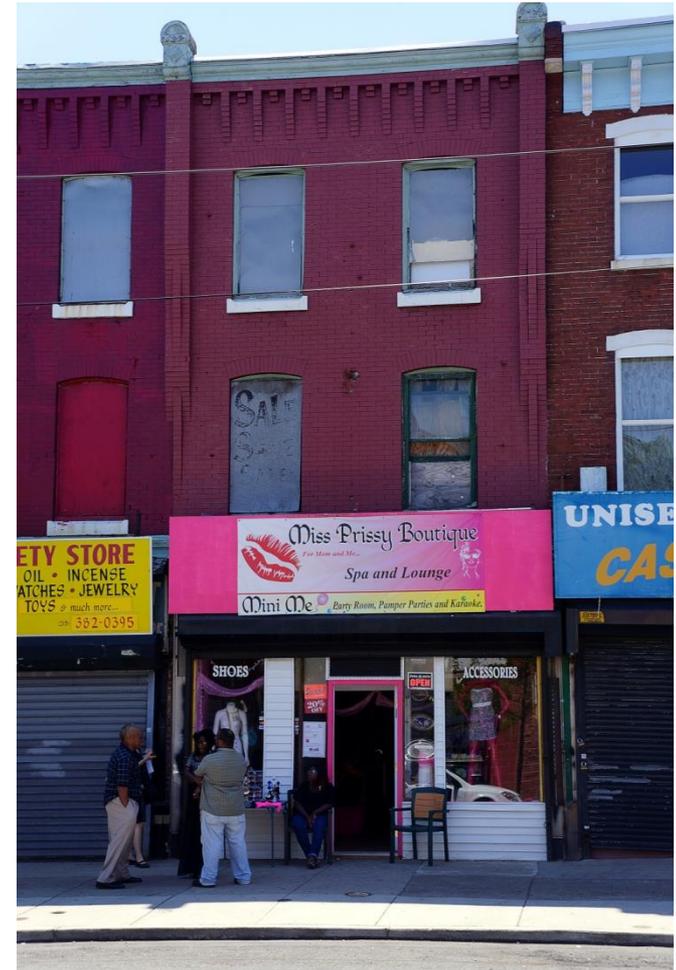
CONSTRUCTION COSTS – these costs are eligible for up to 50% re-imbursement

Improvement Type	Total Costs	Your Selected Contractor/Vendor
Façade masonry/ Brick pointing	\$	
Cornices	\$	
Exterior Painting	\$	
Windows/ glazing	\$	
Exterior doors	\$	
Exterior façade lighting	\$	
See-through security gates	\$	
Signage	\$	
Canopies/awnings	\$	
Handicapped ramps	\$	
Window boxes	\$	
Demolition	\$	
Other:	\$	
SUBTOTAL	\$	
TOTAL COST (PRE-DEVELOPMENT + CONSTRUCTION)	\$	

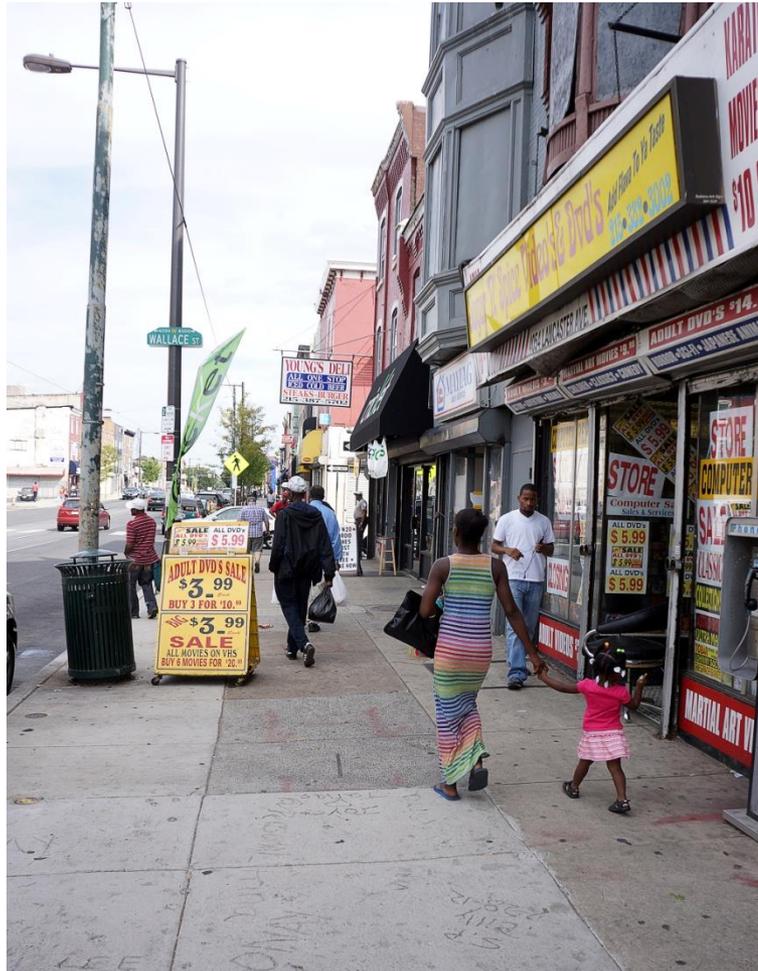
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Example Pictures



Example Pictures

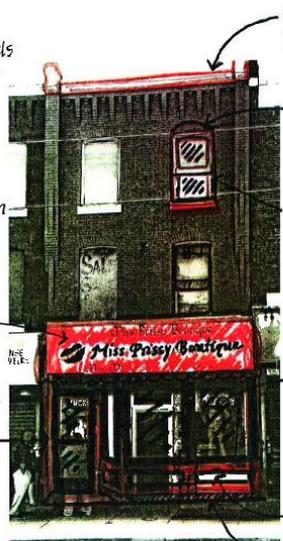


Design Examples

HAND DRAWING ON PHOTO

Demoition Notes:

- Remove wood panels from upper floor windows.
- Remove entire first floor window system
- Existing roll down gate to remain
- Remove existing sign



New fabric awning with side panels in shed shape with scalloped edge

New recessed entry with aluminum door, new ceramic tile floor, new plaster ceiling. Patch, repair and paint side wall

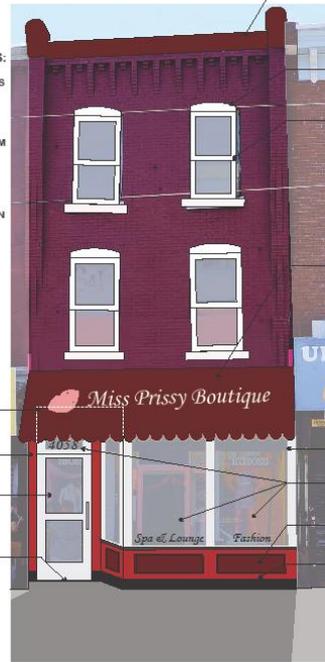
Proposed Improvements to 4056 Lancaster Ave.

PHOTO RENDERING

DEMOLITION NOTES:

- REMOVE WOOD PANELS FROM UPPER FLOOR WINDOWS
- REMOVE ENTIRE FIRST FLOOR WINDOW SYSTEM
- EXISTING SEE THROUGH ROLL-DOWN GATE TO REMAIN
- REMOVE EXISTING SIGN

- NEW PLASTER CEILING AT RECESSED ENTRY
- PATCH, REPAIR AND PAINT SIDE WALL AT RECESSED ENTRY
- NEW RECESSED ENTRY WITH ALUMINUM DOOR
- CHIP OUT EXISTING CONCRETE FLOOR. INSTALL NEW CERAMIC TILE AT RECESSED ENTRY



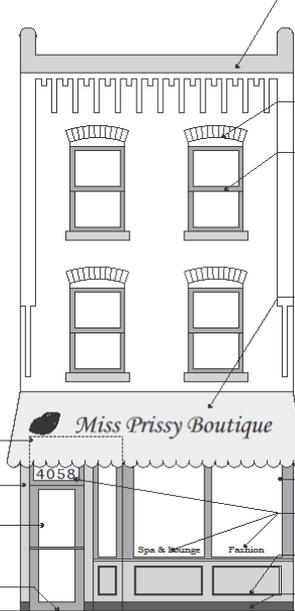
PROPOSED IMPROVEMENTS TO 4058 LANCASTER AVENUE

ARCHITECTURAL ELEVATION

DEMOLITION NOTES:

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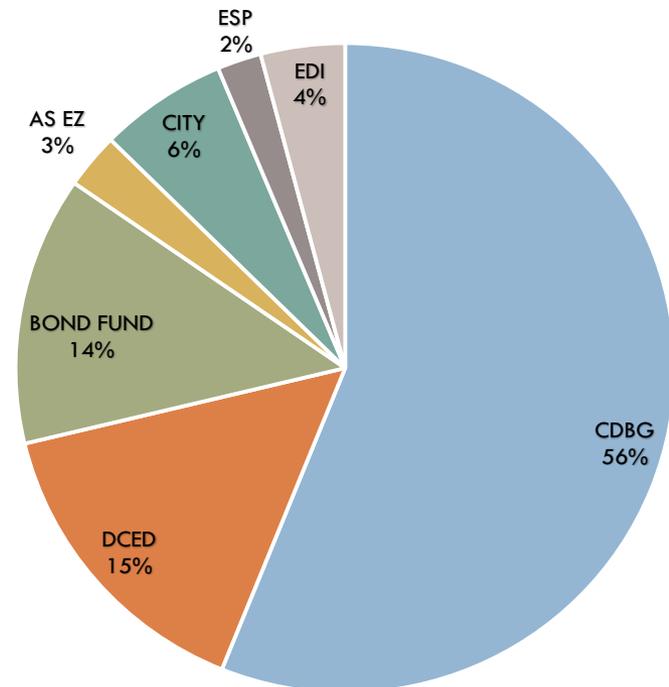


PROPOSED IMPROVEMENTS TO 4058 LANCASTER AVENUE

Since 2009

- 796 applications received
- 580 approved
- 508 reimbursed
- \$3.86 million in public funding
- \$6.65 million in private funding leveraged
- \$20,688 is the average project cost
- \$7,585 is the average reimbursement amount

Projects By Funding Source



Outcomes – Anecdotal Evidence

"A beautiful facade is good for business--it draws people in. The Storefront Improvement Program made it possible for us to restore the historic exterior of our building. Now we receive daily compliments on the facade and our sales are up twenty percent."

From Dan Thut, owner, Green Line Café, 3649
Lancaster Avenue

Outcomes – Anecdotal Evidence

Indio's Auto Parts & Repairs 4300 N 5th Street



From MyHuntingPark.com “In December 2013, the first full month following the new exterior paint job, Indio’s sales were nearly double their December 2012 levels. The trend has continued in 2014, with monthly gross sales an average of 47% higher than their corresponding 2013 figures.”

Outcomes – Self Report Survey

- 34 businesses responded in 2011
- 85% reported an increase in customer visits
- 79% reported an increase in sales
- 53% hired additional employees
- 64 people were hired

Economic Impact Analysis

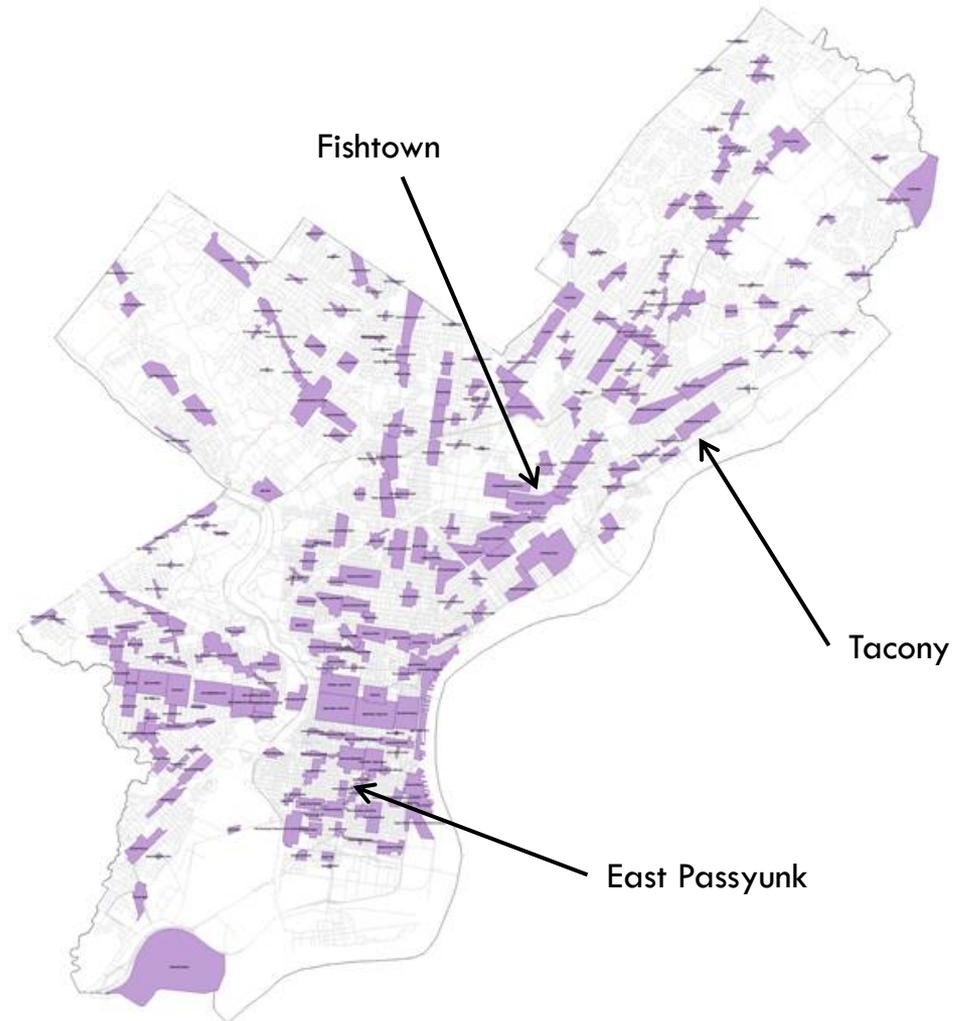


SIP Grant Recipient Aksum Mediterranean Kitchen at 4630 Baltimore Avenue

Storefront Improvement Program: Economic Impact Analysis

- Limited to existing, single location businesses
- Corridors which had at least three projects
- Small sample size

Philadelphia Commercial Corridors



East Passyunk

- 2009 – 2015
- 26 projects completed
- \$402,000 total project cost
- \$142,000 total paid reimbursement

East Passyunk

Plenty

1710 E Passyunk Avenue



East Passyunk

Fabric Horse

1737 E Passyunk Avenue

BEFORE PHOTOS



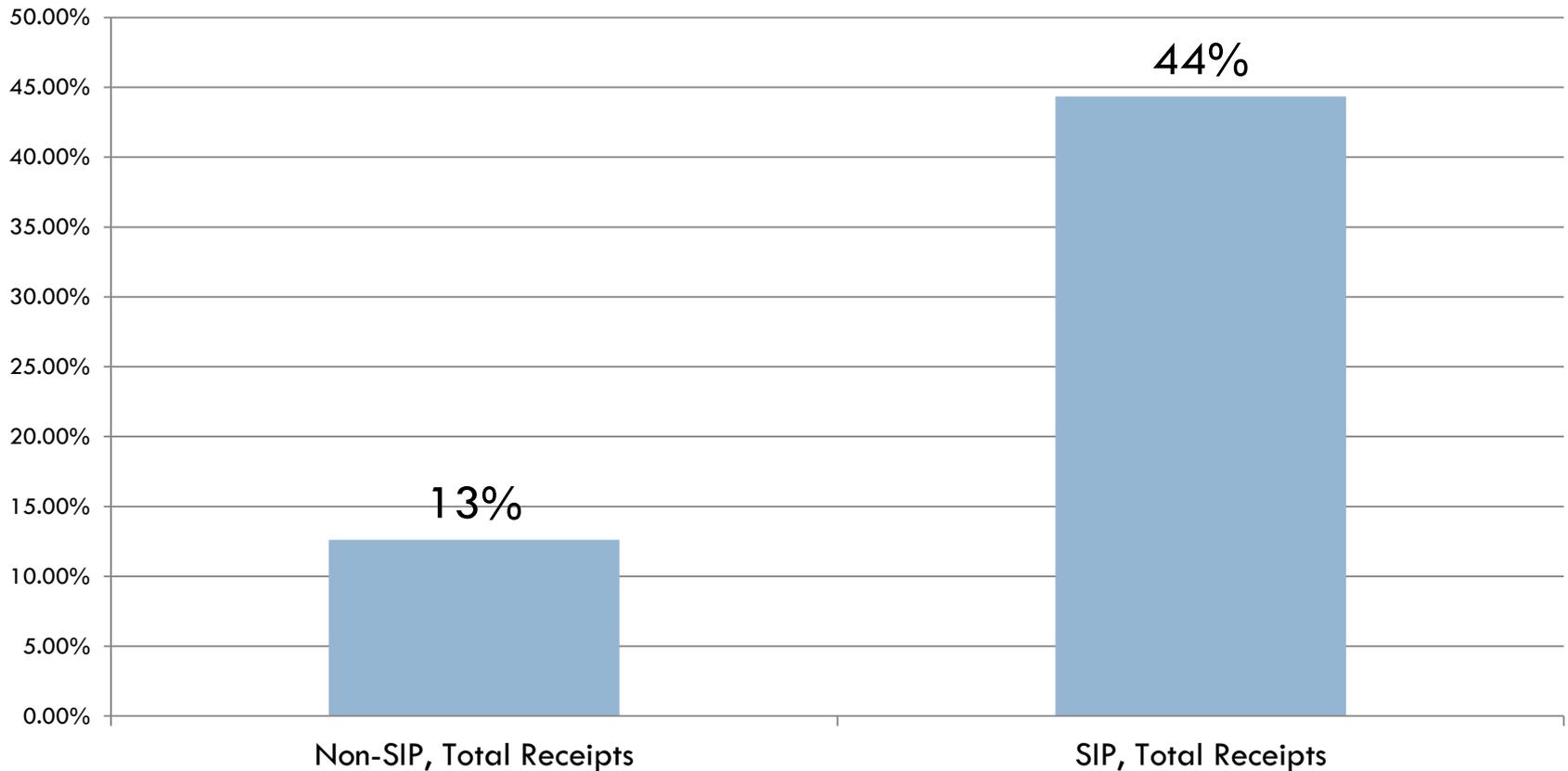
East Passyunk

St. Jude Shop, Inc.
1805 E Passyunk Avenue



East Passyunk – Revenue Comparison

% Change in Revenue 2009 – 2012



Fishtown

- 2010 – 2015
- 32 projects completed
- \$680,000 total project cost
- \$234,000 total paid reimbursement

Fishtown

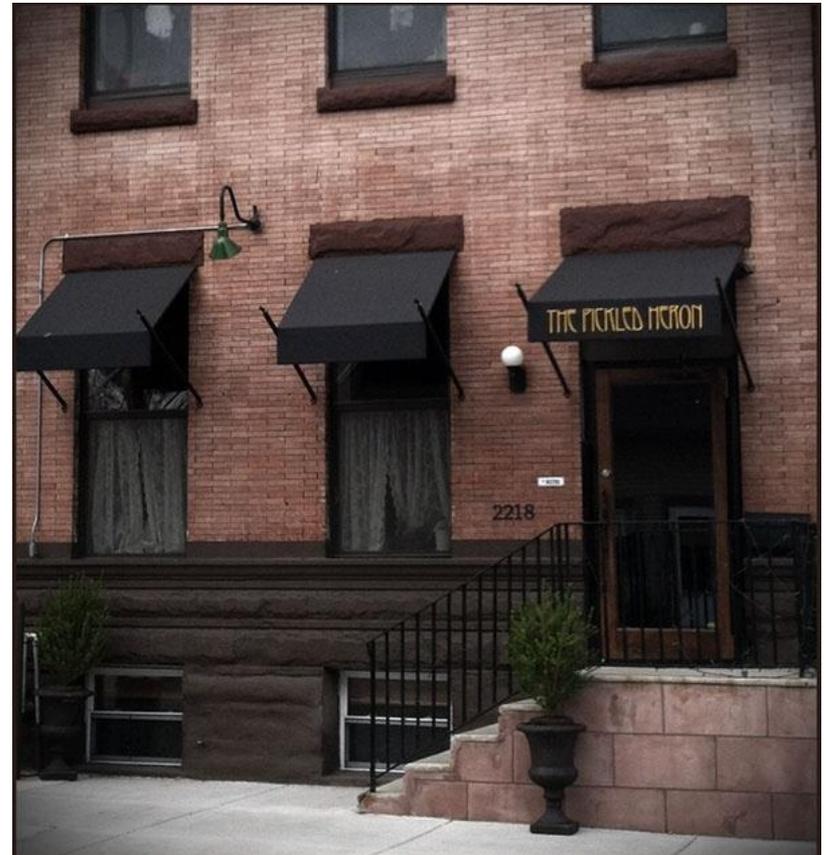
Frankford Hall

1210-22 Frankford Avenue



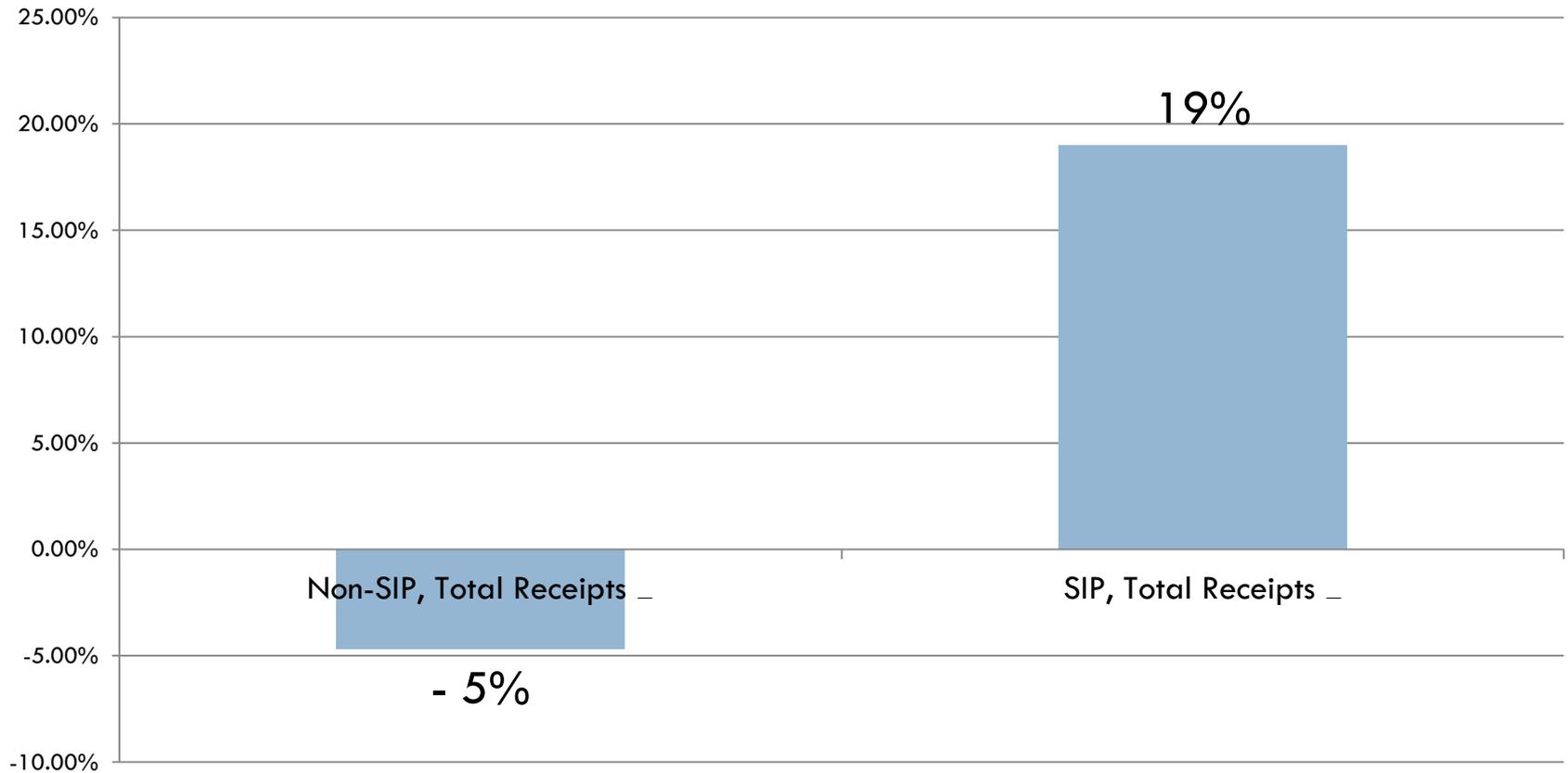
Fishtown

The Pickled Heron 2218 Frankford Avenue



Fishtown – Revenue Comparison

% Change in Revenue 2010 – 2012



Tacony

- 2013 – Present
- 19 Projects
- \$375,781 total project cost
- \$163,173 total reimbursement

Tacony

FM Mart

6900 Torresdale Ave



The Final Word



Neighborhood Potters
2034 Fairmount Avenue