STOREFRONT IMPROVEMENT PROGRAM

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

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4630-32 Baltimore Ave
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

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

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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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

<table>
<thead>
<tr>
<th>Service</th>
<th>Costs</th>
<th>Your Selected Contractor/Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design/ architecture services</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Permits and associated fees</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Improvement Type</th>
<th>Total Costs</th>
<th>Your Selected Contractor/Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facade masonry/brick pointing</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Canopies</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Exterior Painting</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Windows/placing</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Exterior doors</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Exterior facade lighting</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>See-through security gates</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Canopies/awnings</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Handicapped ramps</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Window boxes</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Demolition</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>TOTAL COST (PRE-DEVELOPMENT + CONSTRUCTION)</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>
Example Pictures
Example Pictures
Design Examples

**Hand Drawing on Photo**

- Design Notes:
  - Remove wood panels from upper floor windows.
  - Remove entire first floor window system.
  - Existing wall down gate to remain.
  - Replace existing sign.
  - New fabric awning with side panels in web shape.
  - New stucco wall with scalloped edge.
  - New recessed entry with aluminum door, new ceramic tile floor, new plaster ceiling, patch, repair and paint side wall.
  - New 4" stone base.

Proposed Improvements to 4056 Lancaster Ave.

**Photo Rendering**

- Demolition Notes:
  - Remove wood panels from upper floor windows.
  - Remove entire first floor window system.
  - Existing wall down gate to remain.
  - New double hung vinyl window with insulated glass.

New painted wood panel above window.

**Architectural Elevation**

- Demolition Notes:
  - Remove wood panels from upper floor windows.
  - Remove entire first floor window system.
  - New double hung vinyl window with insulated glass.

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
"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

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
East Passyunk

St. Jude Shop, Inc.
1805 E Passyunk Avenue
East Passyunk – Revenue Comparison

% Change in Revenue 2009 – 2012

- Non-SIP, Total Receipts: 13%
- SIP, Total Receipts: 44%
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

-5.00%  19%

Non-SIP, Total Receipts  SIP, Total Receipts
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