



Commercial Corridor Program Façade Improvement Grant



Executive Summary

The goal of the Commercial Corridor Program is to revitalize and grow the City's main streets and neighborhoods by addressing specific areas and their needs, collaborating with property owners, and assisting small businesses with real estate technical assistance.

Commercial Corridor Program Purpose

This **competitive** grant program provides capital to eligible small businesses and property owners for renovations and upgrades. This program is primarily focused upon **neighborhood serving commercial corridors** in the City of Norfolk, VA.

The four corridors of focus as identified by City Council on November 22, 2022 are as follows:

- 35th Street Corridor
- Granby/Riverview Corridor
- Lafayette Corridor
- East Little Creek Corridor

City of Norfolk Small Business Grant Programs

- **Capital Access Program**
 - Micro Grant Reimbursable Grant - \$7,500
 - Reimbursable Grant - \$35,000
 - Technical Assistance
- **Façade Improvement/Rehabilitation Grant**
 - Property Owner - \$50,000 with 10% contribution
 - Tenant - \$25,000 with 10% contribution

Example of Total Project Costs

Each grant award requires a 10% match by the applicant

Example:

- Total Project Cost = \$75,000
 - i.e. floor replacement, HVAC replacement, electrical work, plumbing update
- Total Grant Award = \$50,000
- 10% Contribution = \$5,000 (from total grant award, not total project cost)
- Remaining Project Costs = \$20,000 (must be covered by applicant)

Is Your Business Eligible to Apply For a Façade Improvement/Rehabilitation Grant?

- ✓ Located in the City of Norfolk
- ✓ For-profit business
- ✓ Business of any age, but must be formed or incorporated before application is submitted
- ✓ Use of building must conform to all current codes and ordinances
- ✓ Business must be current on all taxes, permits, and fees
- ✓ Business and owner must be in good standing with the City of Norfolk, State of Virginia and Internal Revenue Service

Businesses That Aren't Eligible to Apply For a Façade Improvement/Rehabilitation Grant

- Franchises
- Non-Profits/Not-for-profits
- Faith-based organizations
- Political organizations
- Adult bookstores, adult video shops, other adult entertainment facilities, gambling facilities, blood or plasma donor centers, pawn shops
- Business owners currently employed by the City of Norfolk, elected or appointed officials or officers of the City of Norfolk, employees or board members of the City of Norfolk Economic Development Authority

How To Apply

- Apply on our website:
<https://norfolkdevelopment.com/resources/commercial-corridor-program/>
- New Façade Improvement/Rehabilitation Grant rounds open quarterly
- Round 3 opens
January 15 – February 16

THE CITY OF
NORFOLK
DEVELOPMENT

About ▾ Site Selection ▾ Target Industries ▾ Grow Your Business ▾ Resources ▾ Contact Us ▾

Commercial Corridor Program

Facade Improvement Grant

What Is The Façade Improvement Grant?

Norfolk's new Façade Improvement Grant was created in partnership with the business community to revitalize urban commercial corridors and uplift the surrounding neighborhoods they serve. The Façade Grant will offer eligible commercial building owners and small businesses the means to undertake exterior and interior renovations, such as fresh paint, new signage, improved lighting, and aesthetic and operational upgrades that align with the areas' unique character.

The City of Norfolk is a vibrant and diverse community dedicated to fostering economic growth.

Timeline

Round 2 of the Façade Improvement Grant has closed.

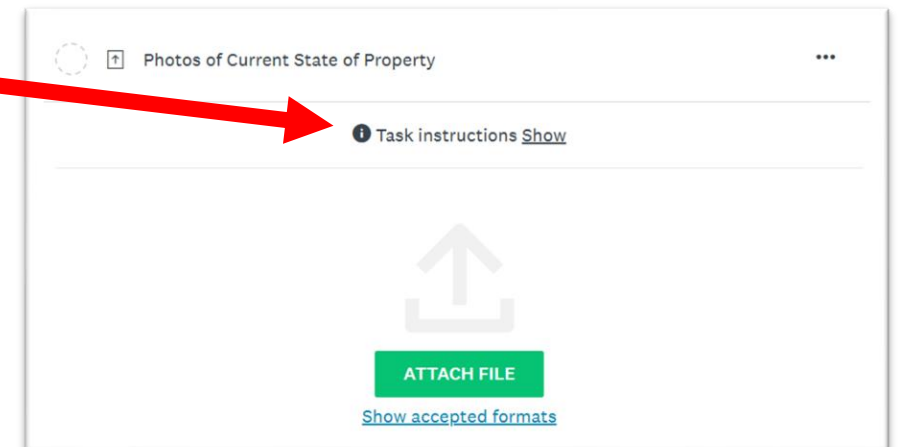
The 3rd and Final Round will take place January 15-February 16, 2024.

- Round 2 applications are currently under review.
- Final award decisions for Round 2 will be announced on Wednesday, January 10th.

Required workshop dates are below.

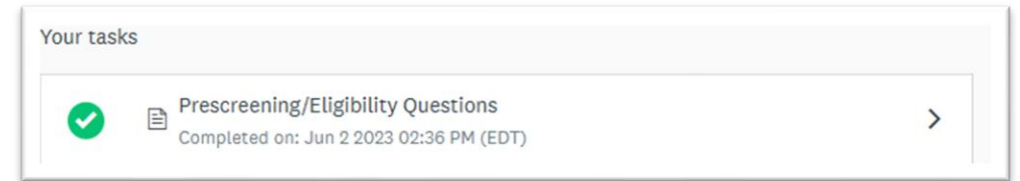
Façade Grant Application Form Guidance

- Approximately 90 minutes will be needed to complete the application – you will be able to start and stop the application without losing data
- Gather required documents as soon as possible
- Please be sure to read all instructions within the application
- Download and save any files that are required to be completed
- “Show” all task instructions, especially those that require uploads




































Prescreening/Eligibility Questions

- You will be asked to upload your Façade Grant Workshop Attendance Certificate – you will receive this at the end of this session
- Business Information – contact info, owner info
- Eligibility requirements
 - If your business meets eligibility requirements, you will see the complete list of application tasks
 - If your business does not meet eligibility requirements, you will not be able to proceed with the application
 - Have you met or scheduled a meeting with the Planning Department
 - E-mail Susan Pollock, Planning Manager to schedule your meeting at:
 - susan.pollock@norfolk.gov



Façade Grant Application Tasks

-  indicates that you have completed a task
-  indicates that you have started but not yet completed a task
-  indicates that you have not yet started a task

Your tasks		
	 Prescreening/Eligibility Questions Completed on: Jun 2 2023 02:36 PM (EDT)	>
	 Application Form - Tenant Last edited: Jun 2 2023 02:56 PM (EDT)	>
	 Evaluation Questions	>
	 Photos of Current State of Property	>
	 Conceptual Drawings	>
	 Quotes/Estimate	>
	 Source of Funding Documentation (optional)	>
	 Landlord Support Letter (optional)	>
	 City of Norfolk Business License (optional)	>
	 Proof of City of Norfolk Tax Payment	>
	 Property Lease (optional)	>
	 Operating Agreement (optional)	>
	 Articles of Incorporation (optional)	>
	 Freedom of Information Act Disclosure/ Terms and Conditions	>
	 Other related documents (optional)	>

Application Form

- 2 versions of the Application Form
 - Property Owner
 - Tenant
- Project Description
 - Overview of project with scope, timeline, cost, contractors/suppliers
 - Provide as much detail as possible
- Project Costs
 - Grant request amount
 - Your contribution
 - Source of additional funding

Total Project Cost: \$65,000

Grant Amount Requested: \$50,000

Your Contribution: \$15,000

Your source of funds could include savings, a business loan or another grant. You will be asked to upload documentation (bank statements, loan documentation, etc.) of these funds later in the application.

Evaluation Questions

Opportunity for you to give further information and “sell” your business and project to the Façade Improvement/Rehabilitation Grant Review Committee

Think “Shark Tank” or pitch competition

- **Business Impact**

- How will the project/improvements positively impact your business/property?

- **Community Impact**

- How will the project positively benefit the community and City of Norfolk?
 - What is your proposal’s impact on the neighborhood serving commercial corridor?
 - What is your business impact on the neighborhood serving commercial corridor and the greater Norfolk community?

Required Documentation

- Façade Grant Workshop Attendance Certificate (*attachment will be emailed*)
- Façade Improvement/Rehabilitation Grant – Budget Breakdown/Use of Funds Template (*form will be emailed*)
- Photos of property's current state at time of application as it relates to project scope of work and grant use
- Conceptual drawings/renderings/architectural plans of completed project
 - There are exceptions, which will require discussion with the Planning Department
- Quotes/scope of work/estimates from licensed contractors
- Source of additional funding (ex. bank statement, proof of loan, etc.)
- Proof of current City of Norfolk tax payment

Required Documentation cont'd

- Current City of Norfolk Business License (*for tenants only, unless the property owner is also the operator*)
- Articles of Organization or Operating Agreement
- Articles of Incorporation
- Signed Freedom of Information Act Disclosure/Terms and Conditions (*form will be provided in application*)
- Tenants Only
 - Property lease with at least 18 months remaining
 - Signed and notarized letter from your landlord authorizing the project

**** The City of Norfolk reserves the right to request additional documentation if necessary***

Budget Breakdown/Use of Funds

Company Name: _____.						
Owner Name: _____.						
Approved by City of Norfolk Planning Department Representative? _____.						
Project Description: <i>Must Match Application</i>						
Façade Improvement/Rehabilitation Grant Budget Breakdown/Use of Funds						
LINE ITEM		PAYMENTS				NOTES
Contractor	Description	Total Project Cost	Grant Amount	10% Grant Match	Owner Contribution	
HVAC (Name of service)						
123 Heating & Cooling L	Provide and install (1) 3 Ton Carrier Gas Pac	\$ 4,166.70	\$ 4,166.70			
	Existing Unit Removal	\$ 4,166.70	\$ 2,000.00	\$ 2,000.00	\$ 166.70	
	Modifications Will be Made to Existing System to Accomodate New Unit	\$ 4,166.70	\$ 4,166.70			
Demolition & Site Preparation						
Demolition Company LL	Demolition	\$ 12,500.00	\$ 12,500.00	\$ -		
	Site Prep	\$ 23,000.00	\$ 20,000.00	\$ 3,000.00		
	Interior Demo	\$ 7,500.00	\$ 7,166.60	\$ -	\$ 333.40	
TOTALS		\$ 55,500.10	\$ 50,000.00	\$ 5,000.00	\$ 500.10	

Photos of Current State – Sample 1

- Project Description
 - Remove sign and replace with new neon signage
 - Install awning



Conceptual Drawings – Sample 1



Photos of Current State – Sample 2

- Project Description
 - Paint mural on west side of building



Conceptual Drawings – Sample 2



Quotes/Estimates

- Must include:
 - Name and address of contractor/supplier
 - License # of contractor (if applicable)
 - Date of quote and expiration date (if applicable)
 - Total cost of project with breakdown of materials and labor
 - Detailed description of project
 - Detailed description of materials

Source of Additional Funding

- Must include the following information:
 - Your name
 - Date
 - Institution's name
 - Account/loan #
 - Total amount of account/loan
 - Available balance


Signed & Notarized Landlord Authorization Letter – For Tenants Only

- Must include the following information:
 - Landlord's name and notarized signature
 - Date
 - Your business name
 - Property address
 - Authorization to proceed with the project & project scope

Proof of Norfolk Tax Payment

- Instructions are included in the application with link to Portal for the Treasurer and Commissioner of Revenue

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CITY OF NORFOLK, VIRGINIA
NORFOLK CITY TREASURER
PO BOX 3215
NORFOLK VA 23514-3215

REAL ESTATE TAX STATEMENT

Parcel ID Number: [REDACTED]
Fiscal Year: 2022
Quarter: 4
Bill Date: 4/11/2023
Due Date: 6/5/2023

Legal Address
[REDACTED]

Legal Description
[REDACTED]

Account #: [REDACTED]
Customer: [REDACTED]

MTG Code	ASSESSMENT			RATES		TAXES			
	Land	Improvement	Abatement	Total	Tax Rate	Annual	Relief	Net	Quarter
	591,900	324,500	0	916,400	1.25	11,455.00	0.00	11,455.00	\$2,863.75

State law requires the Treasurer to collect past due taxes by all legal means, including judgment, seizure and sale of property, a lien on wages and other funds withholding State income tax refunds and lottery winnings. If your account has past due taxes please pay immediately to avoid collection actions described above.

Prior
Penalty \$0.00
Interest \$0.00
Misc. Fees \$0.00
Credits \$2863.75
Total Due By 6/5/2023 \$0.00

For name changes assessment inquiries, please contact the Real Estate Assessor at 757-664-4732.
For senior/disabled citizens tax relief, please contact the Commissioner of Revenue at 757-623-1130.
For payment inquiries, please contact the City of Treasurer at: 757-664-7800 or 757-664-7849.

See Back Page for Online/Phone Payment Instructions and Additional Important Information.


Your cancelled check will serve as your receipt. If you would like a receipt, please enclose a self addressed, stamped envelope and return entire bill with your payment.

To avoid a penalty of 10% or \$10.00, whichever is greater and 8% interest per annum, the quarterly installment must be received by 06/05/2022. The penalty shall in no case exceed the amount due.

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CITY OF NORFOLK

Payment Distribution



Print Date: 7/17/2023

Account: [REDACTED]

Payment Date: 6/16/2023

Payment Amount: \$2,863.75

Invoice #: [REDACTED] Due Date: 6/5/2023

Tax Year	Item Identifier	Description	Paid
2022	00 [REDACTED]	[REDACTED]	\$2,863.75

What To Expect If You Receive a Façade Improvement/Rehabilitation Grant?

- City of Norfolk will contact you to
 - Request a signed W-9 Form
 - Draft and execute a contract complete with a wet signature
 - Schedule on-site visits and take before, during, and after photos of project
- Only once your contract is executed, you may begin your project

After Contract Execution, You Can

Pay the contractor directly and request reimbursements (include copy of invoice, proof of payment, and payment request form which will be provided)

OR

Send the invoice from the contractor and request advanced payment (include copy of invoice and payment request form which will be provided)

**** Note that per Program Guidelines, your project must be completed, and all payments must be requested within one year of executing your contract***

Façade Grant Application Timeline Round 3

- Application portal opens – January 15, 2024 at 8:00 AM
- Application portal closes – February 16, 2024 at 11:59 PM
- Application review for completion and eligibility – February 16 to March 1
- Façade Grant Review Committee scoring – March 1 to March 15
- EDA approval – April 3
- Contract execution – April 15 to May 1
- Project completion deadline – One year from contract execution

Questions?

