



**FAÇADE IMPROVEMENT REIMBURSEMENT GRANT PROGRAM  
Application Form**

*All applicants must complete and submit form with required documentation, in order to be considered eligible for a Façade Improvement Grant from New Brunswick City Market. Please read the eligibility and program procedures sections prior to completing the application. For clarity or questions, please contact Pam Stefanek at the City Market office at 732-545-4849.*

**(print)**

Date of Application: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Name of Tenant: \_\_\_\_\_

Name of Business \_\_\_\_\_

Project Address: \_\_\_\_\_ Block# \_\_\_\_\_ Lot# \_\_\_\_\_

Property Owner Name: \_\_\_\_\_

Name(s) of retail establishment(s) at above address: \_\_\_\_\_

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Primary contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

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Will you be using the services of an architect or engineer? \_\_\_Yes \_\_\_No

If yes, list your architect or engineer of preference: \_\_\_\_\_

Attach qualified contractor bid documents and all cost breakdowns by category such as masonry repair, window replacement, signage, architectural design, etc.

Proposed start date: \_\_\_\_\_ Proposed completion date: \_\_\_\_\_

Will this project proposal cause a change in the building's use? \_\_\_\_\_

Have you applied for City Permits: Planning: \_\_\_\_\_ Construction: \_\_\_\_\_ Engineering \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ (Is Applicant also Owner \_\_\_Yes \_\_\_ No)

If the answer to the above question is no, please attach a letter from the owner expressing approval of the project proposal.

Signature of Property Owner: \_\_\_\_\_ (If Applicant is a Tenant)



## **New Brunswick City Market Façade Improvement Grant Program Application**

### **Required Attachments**

The following items must be submitted with the application form:

1. Scale façade improvement plan including: (Provide Two Copies)
  - Site plan drawn to scale indicating property lines, existing structures, parking, landscaping, signage
  - Elevation plan drawn to scale indicating all building materials and colors
  - Landscape plan drawn to scale for projects involving landscape modifications
  - Photo or rendering of proposed signage on the building drawn to scale. Include signage dimension and materials.
    - Include photo of existing signage
  - Detailed written description of the enhancements
2. Detailed budget and cost estimate
3. Valid Zoning Permit (if required)
4. Façade/Signage Permit from City of New Brunswick
5. Title Report, Copy of Deed or Tax Bill (Property owners only)
6. Property Owner approval letter and copy of lease (Business owners only)

### **Eligible Improvements**

Eligible improvements under this program are limited to those that will be made to the exterior front and/or sides (facades) of buildings that impact the visual aesthetics of the property. Exterior painting, signage, awnings, lighting, window/door replacement or modification, and building/storefront/façade restoration are eligible items as well as minor landscaping improvements. Applications will not be accepted for grant consideration for improvements that have been subject to a previous building permit or that have already been completed. Costs associated with the preparation of the Façade Improvement Plan that are eligible under this program are as follows: up to 12 hours of architect or design assistance to a maximum of \$750, and included in the overall maximum grant.

### **Who Is Eligible**

Grant funds for this program are only available to owners and/or tenants of existing commercial properties located within the New Brunswick Special Improvement District (S.I.D.). Tenant applicants are required to submit written evidence of building owner approval with the application and a copy of their lease exhibiting a minimum of three years remaining on the lease term. All grant awards are subject to available funding. Requests for multiple storefronts will be evaluated on a case-by-case basis.



## **New Brunswick City Market Façade Improvement Grant Program Application**

### **Grant Amounts**

Grant funds will be made on a first-come, first-served basis until budgeted funds are committed. Grant amounts will be calculated as 25% of the cost of eligible improvements to a maximum of \$4,000 per grant. The minimum size of a grant will be \$1,000. Therefore the minimum cost of eligible improvements will be \$4,000. Façade improvements with a total project cost under \$4,000 are not eligible for this program.

### **Application Process**

Improvements must comply with all City building codes, permitting, and sign standards. Application must be submitted, prior to the start of the construction. Completed applications are to be submitted to:

New Brunswick City Market  
P.O. Box 1101  
New Brunswick, NJ 08903-1101  
P: 732-545-4849

Once received, the grant application will be reviewed by the Façade Improvement Grant Program Committee and approved/disapproved within 30 days of receipt. All improvements must be completed within six months of approval of the application, unless a written extension is granted. If the application is not completed as required, you may be contacted to obtain additional information, or it will be returned.

If more applications are received than funds are available, City Market will prioritize the applications based on the project's location, the impact the building has upon the district and the level of financial participation by the property and/or business owner.

### **Design Review**

Design review will be required of all applications, and will be conducted by the District Improvement Committee, coordinated by New Brunswick City Market. City Market seeks façade designs, which comply with the City of New Brunswick's design standards.



## **New Brunswick City Market Façade Improvement Grant Program Application**

### **Program Process**

1. Property and business owners make decision to rehabilitate and participate in the program.
2. Property or business owners meet informally with City Market staff and/or members of its District Improvement Committee to discuss intent of application and to obtain/review guidelines.
3. Property or business owners submit completed application and all required attachments to New Brunswick City Market.
4. The application is reviewed by City Market's District Improvement Committee for design, evaluating costs, and determining dollar amount of façade grant.
5. City Market notifies applicant of design approval and approved grant amount or rejection of grant by letter. Applicant may then proceed with improvements (pending other financial assistance).
6. Once improvements are complete, applicant must submit proof of all paid expenses and a request for their grant payment to City Market, along with a completed W9.
7. City Market schedules a site visit to inspect and view approved improvements and will contact the City to ensure code approvals.
8. City Market issues a check to applicant within two weeks after the organizations Executive Committee approves completed project. (meetings are held monthly)

***For further information or assistance,  
contact New Brunswick City Market at 732-545-4849.***



## Façade Improvement Reimbursement Grant Program Description

New Brunswick City Market offers a reimbursement grant program available for the improvement to exterior facades on commercial buildings within the Special Improvement District (S.I.D.).

City Market is responsible for administering the “Façade Improvement Reimbursement Grant Program”, which offers financial assistance to qualified property owners or tenants seeking to renovate or restore building facades. Making available one-time grants of up to 25% of the total project cost (to a maximum of \$4,000 per grant) for exterior rehabilitation of commercial and mixed-use structures in the S.I.D. This grant is exclusive of, and in addition to, any other financing, loans, or grants to which property owners or tenants may avail themselves. City Market will provide these grants for well-designed improvements that coordinate the important features of a storefront into a more attractive image, including restoration of architectural details, removal of dated and inferior façade treatments, improved windows and doors, and well-proportioned signs and lighting.

Upgrading the image of a commercial district requires the evaluation of each proposed improvement within a local architectural and historical context. It is important that all of the elements of the facade are coordinated in an approach that respects the building’s location and neighboring structures, and that makes a noticeable visual improvement. Where feasible, City Market will encourage multiple projects within a given block, so that the positive impacts are maximized. City Market will consider all of these factors in determining approval, modification or rejection of each application.

### **Façade improvement parameters:**

Specific building improvements must be compatible with the original character of a structure. This is particularly important for buildings of historic note, which may have attractive stonework, tiles, windows, doors, etc. that should be retained. The treatment of buildings not having significant historic or architectural features should be in scale with the building and neighboring structures and should be carefully designed. Lighting sources should be unobtrusive and protected from vandalism. Signs should not be extremely large and should not be made of interior lighted or backlighted plastic. Color schemes for signs should be compatible with the building exterior and the visual message shall be legible and attractive. All improvements must be in compliance with the City of New Brunswick’s zoning regulations and design standards, and must conform to the City Market’s grant guidelines.



The following elements are encouraged in the context of a comprehensive facade renovation:

- Appropriately scaled window areas for display or for looking into a retail business, restaurant or service business, with lighting to facilitate night viewing;
- Restoration of details in historically contributing or significant buildings and removal of elements which cover architectural details;
- Window replacement and window framing visible from the street;
- Landscaping features where appropriate, such as window boxes or planters;
- Signs which are attractively integrated into the architecture of the building including the window area, doorway and awning or canopy;
- Awnings or canopies (cloth or fabric), where these can be both functional and visually appealing;
- New storefront construction within an existing building;
- Cleaning, repainting or residing of buildings;
- Removal of barriers to access for people with disabilities; and
- Removal of heavy, unattractive, roll-down security grates.

Other improvements may be made, if they meet the objectives of the Facade Improvement Grant Program. Note: City Market reserves the right to reject an application if the designs do not meet with these standards. However, the Committee will make every effort to work with the applicant to revise the design to comply with the standards.

**Ineligible Uses:**

- Unattractive ground floor window areas, which do not allow or encourage viewing into the restaurant, business or store;
- Overpowering signs;
- Alcoves or recesses in the building wall that may encourage loitering;
- Loading docks or parking entrances and exits that disrupt the flow of pedestrians;
- Store entrances that do not relate well to the sidewalk;
- Interior improvements or roof repair, not visible from the street;
- Removal of architecturally important features;
- Installation of plastic or vinyl awnings or canopies;
- Installation of heavy, unattractive, roll-down security grates;
- Sidewalk repairs; and
- Alterations which have the effect of decreasing accessibility for people with disabilities.

Projects underway or started prior to receiving written approval from City Market's District Improvement Committee are ineligible to participate in the Facade Improvement Program. Cannot be combined with the Awning and Sign Reimbursement Grant Program executed by City Market.



### **Eligibility**

All improvements must comply with standards set forth in the City's zoning ordinance and building codes, as well as applicable sections of the state building codes and federal Americans with Disabilities Act Accessibility Guidelines (ADAAG), and City Market's District Improvement Review Committee. Improvements to buildings without significant architectural features must be carefully designed to be in scale with both the existing structure and neighboring structures. Buildings with significant architectural qualities should attempt to restore and maintain those features. Access for people with disabilities may be required by law.

Applicants for participation in the program must meet the following eligibility criteria:

- Applicants must be property owners or tenants operating retail businesses, restaurants, service establishments or offices (tenants must have written approval from property owners) with frontage on a street in the S.I.D.;
- Properties must be up to date on all municipal taxes prior to participation in the Program;
- Properties must comply with state and local code requirements;
- Tenants/business owners should have at least a three year commitment remaining on their lease(s);
- Applicants must comply with all state and local laws and regulations pertaining to licensing and permits.

### **Technical Assistance**

The Program offers assistance with conceptual design and requires applicants to work with private architects, and possibly artists and artisans, to prepare drawings and execute projects. Some questions to consider when making application include:

- What really needs to be done to the building?
- How much will it cost?
- Does the building have historic or architectural merit?
- How does the building fit in with its neighbors?
- How can this relationship be enhanced by facade improvements?
- Are there several different ways to solve the building's problems?

### **Funds Availability**

New Brunswick City Market has established funding for the Facade Improvement Reimbursement Grant Program through its current fiscal budget.

### **Financial Grant Amount**

The maximum grant amount will be 25% of the total eligible façade improvement project, but with a maximum of a \$4,000 Façade Grant. The minimum size of a grant is \$1,000 and the minimum cost of eligible improvements is \$4,000. Architectural design fees, up to \$750 per project, can be included in the total cost of eligible improvements.