



Storefront Improvement Program Application

City of Philadelphia, Department of Commerce

ABOUT THE STOREFRONT IMPROVEMENT PROGRAM (SIP)

The purpose of the Storefront Improvement Program is to encourage businesses and property owners within targeted neighborhood commercial corridors to improve their storefronts, making these areas more attractive to shoppers and growing their vitality and economic performance. The program reimburses owners of commercial buildings and businesses up to 50% of the total cost of eligible improvements, for a maximum reimbursement of \$10,000 for a single commercial property or \$15,000 for a multiple address or corner business property. Applicants must NOT start work until receiving a signed approval from the City.

APPLICATION PROCESS

Step One – Is your project eligible?

1. Contact Ana Fuentes, Program Assistant, to find out if your project is eligible. She can be reached by phone at 215-683-2025 or by email at ana.fuentes@phila.gov.
2. If it is eligible, you will be matched with a relationship manager who will walk you through the process. The relationship manager will be either a representative of a neighborhood organization or a City staff person.

Step Two – Plan your project

1. Meet your relationship manager at your building.
2. Discuss ways to improve your storefront and review program requirements.

Step Three – Apply

1. Once you are ready to apply you will need
 - Color, digital photographs of your storefront and immediate surroundings
 - Illustrations showing the proposed improvements
 - Contractor estimates (at least two)
 - Completed application

2. Send your application and required documentation by email to SIP@phila.gov or by mail to: Ana Fuentes, Commerce Department, 1515 Arch Street, 12th floor, Philadelphia, PA 19102.
3. Applications will be reviewed for completeness and design. Application review usually takes 2-4 weeks. You and your relationship manager will be notified that the application has been received and whether anything is missing. Incomplete applications will not be considered. You MUST wait for approval before beginning work

Step Four – Begin work

1. Receive approval letter then sign and return W-9 and Reimbursement Requirements forms
2. Hire your contractor for the approved work
3. Obtain building and zoning permits
4. Approved applicants have up to six (6) months to complete proposed improvements.
5. If you who wish to change your project from what was approved or wish to use a new contractor, you must submit new estimates and a revised proposal for review and approval.

Step Five – Receive funds

1. Submit completion documents:
2. Copies of final invoices from contractors showing payment in full
3. Proof of payment in the form of copies of cancelled checks (front & back), credit card statements, or money orders. If you pay your contractor in cash we will be unable to reimburse you.
4. Copies of any required permits
5. Color photographs of the completed work
6. Allow 2-4 weeks for your rebate check to arrive





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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 2 – STOREFRONT IMPROVEMENT PROPOSAL

Describe your proposed improvements in the box below. Improvements must be made to the exterior and visible to the public and preserve and enhance the historic and architectural integrity of buildings. Typical projects include:

- Masonry/Brick pointing
- Cornices
- Exterior painting
- Windows/glazing
- Exterior doors
- Exterior façade lighting
- See-through security grills
- Signage and awnings

DESIGN REVIEW – Applications will be reviewed by a design committee who may suggest changes or require specific changes to the proposed work for the application to be approved and be eligible for reimbursement. In areas with local design guidelines and processes, applicants should consult the local guidelines and seek feedback on their proposal from their local organization first.

HISTORIC DISTRICT REQUIREMENTS – Projects within areas with special design controls or within historic districts must comply with those requirements.

INELIGIBLE IMPROVEMENTS – SIP funds cannot be used for new construction. Projects which use solid security grates, vinyl awnings, EIFS (synthetic stucco), reduce the size of masonry openings/eliminate windows, or cover previously uncovered masonry (e.g. brick, stone, limestone, etc.) with paint, stucco, siding, etc. are NOT eligible.

Describe the improvements you plan to make to your storefront:





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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-imbusement

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-imbusement

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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PART 4 – APPLICATION ATTACHMENTS

CHECKLIST -Please attach the following:

1. Color digital photographs of your building sent via email clearly showing the following:
 - Areas that will be improved;
 - The entire front facade of your building; and
 - The views down the block to the right and left of your building.
2. An illustration of the work you would like to do. Any of the following are acceptable:
 - A hand drawn sketch of the front of your building OR
 - A printed-out digital picture with written notes OR
 - A photo with post-it notes attached OR
 - An architect's rendering

NOTE: if your project includes signs or awnings, please ask your contractor to prepare a picture of the new sign or awning showing all dimensions, materials, colors, and lettering.
3. Estimates from two licensed contractors are required. We recommend you secure at least three. All applicants must seek proposals from businesses owned and controlled by minority persons (MBEs), women (WBEs) or disabled persons (DSBEs) as described below in the "Additional Program Requirements".
4. Letter from building owner (if different from applicant) granting permission for the proposed work

Additional Program Requirements

- Applications submitted after construction has begun will not be considered.
- A property improved under this program may apply for the maximum \$10,000 or \$15,000 allowances no more than once every five (5) years, with exception of signage/awning costs for a new business.
- *Economic Opportunity:* While there are no projected ranges for Minority/Women/Disabled-owned Business Enterprise (M/W/SDBE) participation, vendors are prohibited from discriminating against M/W/DSBE firms in the performance of this grant. NOTE: Potential M/W/DSBE project participants can be found in the City of Philadelphia's Office of Economic Opportunity Registry of Certified Firms. The online registry can be accessed at <http://www.phila.mwdsbe.com>.
- The amount that this program is able to approve for reimbursement will not always be equal to 50% of the eligible costs or the maximum amount due to availability of funds and restrictions in how program funds can be spent.
- Restaurants that serve alcohol will be asked to document that a significant portion of their revenue comes from food sales. Bars that cannot provide this documentation will not be eligible.
- Improvements to buildings occupied by or owned by churches, schools, colleges and universities, government offices, and elected officials are not eligible.





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PART 5 – CERTIFICATION FOR COMPLIANCE WITH FEDERAL, STATE & LOCAL REQUIREMENTS

I certify that:

1. The information contained here is accurate.
2. The business and property owner(s) are current with all City obligations, 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. All permits, licenses, environmental and historical requirements associated with the above work will be complied with.
3. I have read and will comply with the requirements outlined in this application.

APPLICANT OR DESIGNATED REPRESENTATIVE

Name _____ Title _____

Signature _____ Date _____

Commercial Corridor _____

Corridor Relationship Manager Name _____

Organization _____

Submit your completed application to your Relationship Manager, or e-mail to SIP@phila.gov, or mail to Phila Commerce Dept, 1515 Arch St, 12th Fl, Phila, PA 19102.

You will receive a notification by e-mail when your application is received.

Application questions can be directed to Giana Lawrence, SIP Manager at 215-683-2017





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ELIGIBLE PEDESTRIAN AND TRANSIT-ORIENTED COMMERCIAL CORRIDORS

Street Name	Blocks
N 2nd St	0-100
S 2nd St	400-600
N 3rd St	0-100
S 3rd St	500-600
S 4th St	500-800
N 5th St	2600-3100
N 5th St	4000-6000
S 5th St	500-600
S 7th St	1900-2500
N 9th St	100-200
S 9th St	800-1200
N 10th St	100-200
N 11th St	100-200
N 11th St	4700-4900
N 22nd St	2700-3100
N 40th St	0-100
N 40th St	1100
S 40th St	0-200
N 41st St	1100
N 45th St	0-100
S 45th St	0-200
S 48th St	300
N 52nd St	0-100
N 52nd St	600-1700
S 52nd St	0-300
N 54th St	1800-2000
N 60th St	0-100
S 60th St	0-300
N 63rd St	1200-2100
E Allegheny Ave	800-2700
Arch St	800-1000
Baltimore Ave	4200-5400
N Broad St	700-1600
N Broad St	2200
N Broad St	3600-3800
N Broad St	4700-5100
N Broad St	5500-5900
S Broad St	1900-2100
Bustleton Ave	6700-6900
Castor Ave	5800-8200
Cecil B Moore Ave	1400-2300

Street Name	Blocks
E Chelten Ave	0-300
E Chelten Ave	700-800
W Chelten Ave	0-300
Cheltenham Ave	1800-1900
Cheltenham Ave	3100-3200
Chester Ave	5400-5800
Chew Ave	5600-5700
Chew Ave	6300-6800
Cottman Ave	1800-2600
Elmwood Ave	6300-7300
Fairmount Ave	1400-2400
Frankford Ave	1200-3100
Frankford Ave	4000-5300
Frankford Ave	6200-8500
N Front St	1700-2300
N Front St	3100-3200
Germantown Ave	2500-2900
Germantown Ave	3400-4400
Germantown Ave	4900-6700
Germantown Ave	7500-8700
E Girard Ave	0-800
W Girard Ave	0-900
W Girard Ave	1000-1800
W Girard Ave	2500-2900
W Girard Ave	3800-4100
Green Ln	400-500
Haverford Ave	7200-7600
Huntingdon Pike	0-600
Kensington Ave	2400-3600
Lancaster Ave	3400-6200
Lansdowne Ave	5900-6200
W Lehigh Ave	400-500
Leverington Ave	400
Lombard St	100
Louden St	1200-1600
Main St	4100-4500
Maplewood Mall	
Market St	300
Market St	4000
Market St	4600-6300
N Marshall St	900-1100

Street Name	Blocks
Midvale Ave	3500-3700
Ogontz Ave	6800-8000
Old York Rd	4700-5100
Old York Rd	5700-5900
Old York Rd	6600-6800
Olney Ave	1300
Oregon Ave	600-1300
Oxford Ave	7500-7900
Parkside Ave	4700-5100
E Passyunk Ave	600
E Passyunk Ave	1200-1900
W Passyunk Ave	1200-1700
Point Breeze Ave	1200-1700
Race St	800-1000
Rhawn St	400-500
Richmond St	3100
Ridge Ave	1400-2400
Ridge Ave	4000-4300
Ridge Ave	5000-7100
Rising Sun Ave	5700-7700
Snyder Ave	600-1700
South St	100-2200
Spring Garden	900-1200
Spring Garden	1500
Spruce St	4700-4800
Stenton Ave	6100-6400
Susquehanna Ave	1400-1500
Torresdale Ave	5200-7200
Vine St	800-1000
Wadsworth Ave	1500-1600
Walnut St	4400-4600
Washington Ave	700-1000
Washington Ln	1900
Wayne Ave	4700-5000
Woodland Ave	4600-4800
Woodland Ave	5800-6600
E Wyoming Ave	0-100
E Wyoming Ave	300-400
W Wyoming Ave	0-100

