

# FACADE IMPROVEMENT GRANT

" Cultivating the  
cultural identity  
and vibrancy of  
neighborhoods in  
Norfolk "



35th Street Corridor

## VISION

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.

## PURPOSE

This grant program will provide capital access to eligible building owners and small businesses for renovations and upgrades. This program is also available to those looking to expand their business to a brick-and-mortar location in neighborhood serving commercial corridors in the City of Norfolk, VA.

## COMMERCIAL CORRIDOR PROGRAM

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.

**\*The Round 2 application portal will open Monday, October 16, 2023 at 9:00am**

# FACADE GRANT PRODUCTS

## • Property Owners

**Up to \$50,000 with a 10% match**

Allowable Purchases include, but are not limited to:

### *Exterior*

building entrances, lights, doors, windows, awnings, brick, art murals, stone, tuck-pointing, building surfaces, painting, parking lots, signage.

### *Interior*

mechanical, electrical, plumbing, HVAC, fire suppression, flooring, utility upgrades, wall installation or removal

### *Architectural/Design Services*



35th Street Corridor

## • Tenants

**Up to \$25,000 with a 10% match**

Allowable Purchases include, but are not limited to:

### *Exterior*

exterior signage, awnings

### *Interior*

flooring, interior lighting, removal and/or installation of interior walls, removal and/or installation of restrooms, doors, windows, painting

### *Architectural/Design services*



Riverview Neighborhood

## *Application Requirements:*

Applicants must provide conceptual drawings/renderings upon submission and be up to date on all taxes, permit, and fees prior to submission. Tenants must have at least 18 months on the lease agreement and a letter of support from landlord.

# WHO CAN APPLY?

This grant program is designed for owners and/or tenants of for-profit commercial buildings in Norfolk's neighborhood serving commercial corridors. Eligible businesses also include existing businesses looking to expand or home-based businesses interested in moving to bricks and mortar.



This grant is intended for facade improvement. Please note that funds are not intended for purchasing operating licenses, permitting and fees, inventory, equipment, marketing, advertising, payroll and/or salary, purchasing of real estate, and furniture. If you have questions about your eligibility, please reach out or attend one of our mandatory workshops.

These funds are targeted towards *neighborhood serving commercial corridors*. However, businesses located in industrial parks, business parks, and regional commercial districts may still be eligible for application on a discretionary basis.

## Requirements

Must be a Norfolk-based business  
at time of submission

For-profit business

Use of building must conform to all  
current codes and ordinances

Business must be current on all taxes,  
permits, and fees,

Business owner must be in good  
standing with the City of Norfolk, State  
of Virginia, and Internal Revenue  
Service.

**\*All awards are subject to application approval by the Facade Grant Committee.**

**\*These are reimbursable grants.**

**\*Funding is limited, and all grants are competitive.**

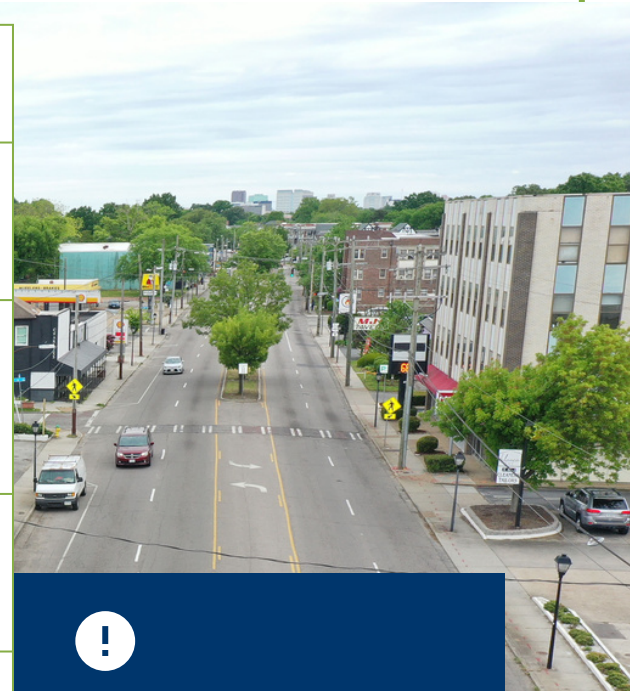
## Ineligible Businesses

Franchises  
Not-for-profits  
Faith-based organizations  
Political organizations  
Adult entertainment facilities  
Gambling facilities  
Blood or plasma donor centers  
Pawn shops

# APPLICANT WORKSHOPS

## SCHEDULE:

Date	Location	Time
Tuesday, September 26	Slover Library	11:00 am
Wednesday, September 27	Park Place Multipurpose Center	5:30 pm
Thursday, September 28	Slover Library	11:00 am
Thursday, September 28	Jordan Newby Library	5:30 pm
Tuesday, October 17	East Ocean View Community Center	5:30 pm
Wednesday, October 18	Norview Community Center	5:30 pm
Thursday, October 19	Mary D. Pretlow Library	5:30 pm
Tuesday, October 24	Richard A. Tucker Memorial Library	5:30 pm



Applicants must attend at least one **mandatory** workshop in order to be eligible for consideration. You will be asked to upload your Facade Grant Attendance Certificate upon submission.

## Contact us

757-664-4338

[development@norfolk.gov](mailto:development@norfolk.gov)

999 Waterside Drive  
Norfolk, VA  
23510

Please visit [norfolkdevelopment.com/resources/commericalcorridorprogram/](http://norfolkdevelopment.com/resources/commericalcorridorprogram/) for the full addresses and updates.

# FREQUENTLY ASKED QUESTIONS

## **Q: Who is eligible for the Facade Grant?**

**A:** For-profit small businesses located in the City of Norfolk. Business owners should be in good standing with the City of Norfolk, with a current year City of Norfolk Business License and up-to date on all taxes, permits, and fees.

## **Q: Who is ineligible for the Facade Grant?**

**A:** Not-for-profit and faith-based organizations, political organizations, adult bookstores, adult video shops, other adult entertainment facilities, gambling facilities, blood or plasma donor centers and pawn shops. Business owners who are employees of 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 are not eligible to apply to the Program.

## **Q: What can the Facade grants be used for?**

**A:** Interior and exterior facade improvements, as well as architectural/design services.

## **Q: What can the Facade grants not be used for?**

**A:** Examples of ineligible purchases include purchasing of real estate, operating licenses, permitting and fees, inventory, materials, business equipment, marketing, and advertising, payroll and/or salaries, and furniture.

## **Q: How will I know if my application was fully submitted?**

**A:** Once you submit your online application via Survey Monkey, you will receive an automated email confirming receipt.

## **Q: How long do I have to spend the grant funds if I am awarded?**

**A:** Once the Grant Agreement is fully executed by both the City of Norfolk and the business owner, the grant awardee will have up to 12 months to utilize funds. Funds must be spent during the term of the agreement, items/expenditures spent before or after the term of the agreement will not be eligible for reimbursement.